

# You can book at any Office of THOS. COOK & SON, LTD. IN GREAT BRITAIN AND IRELAND

(General Foreign Passenger Agents Pennsylvania Railroad)

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CHIPSIDE	81 Cheapside E C 2	"Ponjocok Cen" London	METropolitan 3045-9
EUSTON ROAD	Front of St Pancras Station N W 1	(No tel address)	TElminus 2153
GRACECHURCH STREET	95-99 Gracechurch Street E C 3	"Cilecock block, London	MANNON House 4165
HOLBORN	122 High Holborn W C 1	"Telesans Westcent London	HOLborn 4217
KENSINGTON	104 Kensington High Street, W 8	"Vandante K'ens London	W Etern 1033
LEADENHALL STREET	100 Leadenhall Street, E C 3	"Leadencock Fen," London	AN Enor 5741
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NOTTING HILL GATE	210 Kensington Church Street, W 8	"Nothilcock kens, London	BAyswa'er 3223
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SLOAN STREET	10 Sloane Street, S W 1	"Nothilcock Knights London	SLOvne 1109
ST AND	378 Strand, W C 2	Ags raneco Rand, London	TEmpie Bar 5040
CROYDON	71 George Street, Croydon Surrey	(No tel address)	CRUydon 5003
HARLESDEN	44 Craven Park Road, N W 10	(No tel address)	ELGar 4094
RICHMOND	55 Hill Street, Richmond Surrey	(No tel address)	RICHmond 5033-4

### London Stores

HAPPOLD'S	Harrod's Travel Bureau Knightbridge S W 1	—	SLOane 1241
SELF RIDGES	Selfridges Ltd Oxford Street, W 1	—	MAYfair 1234
WHITELEY'S	William Whiteley's Store, Queensway, Bays water W 2	—	BAWwater 1234

### London Hotels

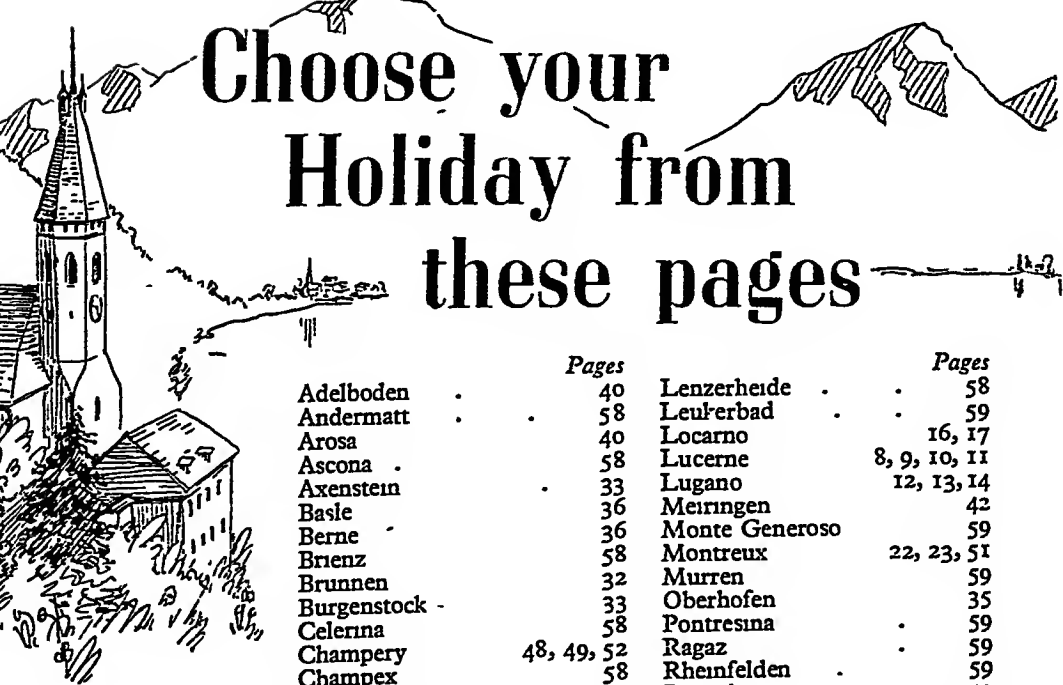
CUMBERLAND	Cumberland Hotel Marble Arch, W 1	—	AMBassador 1731
GROSVENOR	Grosvenor Hotel Victoria Station, S W 1	—	VICToria 9491
IMPERIAL	Imperial Hotel, Russell Square, W C 1	—	TEPminus 3553
REGENCY PALACE	Regent Palace Hotel, Piccadilly Circus W 1	—	REGEN 7009
SAVOY	Savoy Hotel, Strand, W C 2	—	TEmpie Bar 4444
STRAND PALACE	Strand Palace Hotel Strand W C 2	—	GROvenor 4000

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BRADFORD	19 Market Street	"Coupon," Bra iford	27511-3
BRIGHTON	Hotel House West Street	"Coupon," Brighton	4363
BRISTOL	2, Baldwin Street	"Coupon," Bristol	21720
BRISTOL	Brighton of Bristol, Queen's Road	"Coupon," Bristol	20117
CARDIFF	23 High Street	"Coupon," Cardiff	1200
CHELTENHAM	21 Promenade	"Coupon," Cheltenham	2405
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EDINBURGH	54 Princes Street	"Coupon," Edinburgh	33744-3
GLASGOW	83 Buchanan Street Glasgow C 1	"Coupon," Glasgow	CEOTra 1 7505
GLOUCESTER	51 Eastgate Street	"Coupon," Gloucester	2937
HANLEY (Stoke-on Trent)	4 City Arcade	"Coupon," Stoke-on Trent	Stoke 2035
HULL	5 Carr Lane	"Coupon," Hull	4339
LEEDS	55 Boar Lane Leeds, 1	"Coupon," Leeds	22071-2
LEICESTER	Gallowtree Gate	"Coupon," Leicester	Central 20263-9
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MANCHESTER	33 Dale Street, Liverpool 2	"Coupon," Liverpool	Central 4953-5
MANCHESTER	79 Market Street Manchester 1	"Coupon," Manchester	DEanigate 5093
MANCHESTER	14 Oxford Street	"Cook book," Manchester	Central 2742
NEWCASTLE ON TYNE	2 Northumberland Street	"Tourist," Newcastle	22464
NORWICH	46 London Street	"Coupon," Norwich	20231
NOTTINGHAM	47 Clumber Street	"Coupon," Nottingham	40371-2
OLDHAM	110 Yorkshire Street	"Coupon," Oldham	4024
PLYMOUTH	1 Sussex Street	"Coupon," Plymouth	4411
READING	Heelas Ltd., 110-112 Broad Street	"Coupon," Reading	2530
ROCHDALE	55 Drake Street	"Coupon," Rochdale	22330
SHEFFIELD	31 Farnate Sheffield 1	"Coupon," Sheffield	76390
SOUTHAMPTON	31 Oxford Street	"Coupon," Southampton	55191
SUNDERLAND	56 Fawcett Street	"Coupon," Sunderland	7730-3
WOLVERHAMPTON	76 The Pidgway	"Coupon," Wolverhampton	22333
WOLVERHAMPTON	32 Lichfield Street	"Coupon," Wolverhampton	2406
YORK	34 Coney Street	"Coupon," York	

Branches throughout the World





# Choose your Holiday from these pages

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## LOVELY LAKE LUCERNE

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**I F YOU** have been to Switzerland you will already know the joys of this holiday wonderland. You have probably been waiting eagerly for the travel ban to be lifted so that you can book up again for another glorious holiday amongst its lakes and mountains.

If you are planning this year to go to Switzerland for the first time, you have the most wonderful holiday of your life still to come.

In either event Cook's want to help you to enjoy every moment to the full, and in the following pages will be found a choice of Swiss holidays which are the finest obtainable.

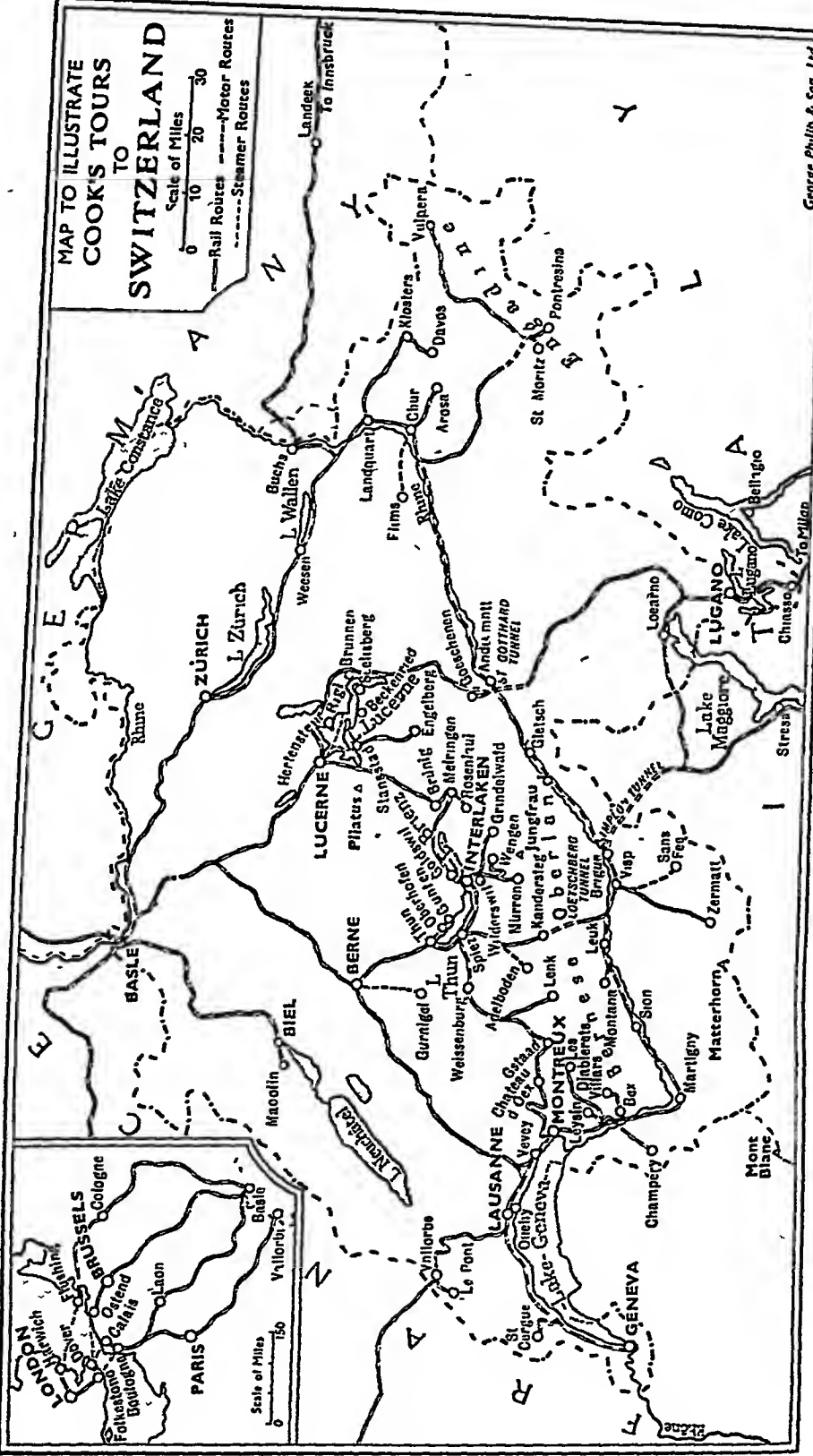
A great deal of care has gone into arranging each holiday so that, whatever the cost of your choice, you can be assured of having a reasonable amount still available from the official allowance of foreign currency, to provide that ready cash in your pocket to ensure a really good time.

Cook's hostesses and couriers are waiting to welcome you and ready to help in every possible way. If you "come to Switzerland with Cook's" you will have a grand holiday—ask others who have been!

One last point—it really is necessary to make your reservation as quickly as possible.

# MAP TO ILLUSTRATE COOK'S TOURS TO SWITZERLAND

Scale of Miles  
0 10 20 30  
— Rail Routes — Motor Routes  
- - - - - Steamers Routes



George Philip & Son Ltd

# TRAVEL IN COMFORT BY SPECIAL TRAIN TO SWITZERLAND

Cook's have again chartered special trains to ensure the utmost comfort on the journey to and from Switzerland. You have your own reserved seat on the Continental trains and members of Cook's qualified staff—experienced travellers and linguists—are always at hand to smooth out any difficulty.

The journey is made via the Short Sea Route or Dover-Ostend. In July and August there are also departures via Newhaven-Dieppe.

## DEPARTURES from LONDON (Victoria Station)

according to route, see page 6

EVERY THURSDAY FROM MAY 6 TO OCTOBER 7  
EVERY TUESDAY FROM MAY 11 TO SEPTEMBER 28  
EVERY SUNDAY FROM MAY 16 TO SEPTEMBER 26  
EVERY FRIDAY FROM JULY 2 TO AUGUST 27

### OUTWARD

1ST DAY —Leave London (Victoria Station) (for times of departure see page 6) by the Short Sea route or Ostend via Basle, or Dieppe via Val-lorbe

2ND DAY —Arrive resort in the morning or afternoon

### HOMeward

9TH OR 16TH DAY —Leave resort via Basle, or via Vallorbe for the Dieppe route

10TH OR 17TH DAY —Arrive London (Victoria Station) (for approximate times of arrival see page 6)

## MEALS EN ROUTE

These can be arranged at the following approximate charges, if booked in advance

### OUTWARD

Table d'hôte dinner	5	d.
Breakfast	7	0
Packed luncheon box	3	0
	6	6

### HOMeward

Table d'hôte dinner	6	6
Breakfast	3	0
Table d'hôte luncheon	5	0

## WHAT THE CHARGES COVER

The charges quoted for the holidays announced on pages 8-49, 51-53 and 56-59 provide (unless otherwise stated) —

Travel tickets London back to London (first class on cross-channel steamers and second class rail)

Special vouchers entitling the holder to five single or return tickets at half-fare, for various rail and steamer excursions during the stay in Switzerland

Full board accommodation, including gratuities and taxes at resort (see page 7)

Conveyance of passenger and hand-baggage (where necessary) from station to hotel and back

Services of Cook's Travelling Interpreters on both journeys to and from Switzerland, and of Cook's Resident Hostess or Host at BRUNNEN, ENGELBERG, GRINDELWALD, INTER-LAKEN, LAUTERBRUNNEN, LOCARNO, LUCERNE, LUGANO, MONTREUX, SEELISBERG and WILDERSWIL

There are Cook's Offices in the following towns —BASLE, BERNE, GENEVA, INTERLAKEN, LAUSANNE, LUCERNE, LUGANO, MONTREUX and ZURICH.

# SPECIAL TRAIN TO SWITZERLAND

## CLASS OF TRAVEL

The charges quoted cover first class on steamers and second-class rail tickets, but the additional cost is shown for those wishing to travel first class by rail. You may not be aware that on the Continent third-class travel is not equal in comfort to third class on the boat trains in England. For an all-night journey, therefore, second (or first) class is recommended, unless economy is a primary consideration. The reduction is indicated for those wishing to travel third class throughout via the Dover-Ostend and Newhaven-Dieppe routes. Swiss Mountain Railways have second and third-class carriages. Passengers booking second class from London will be provided with third-class tickets on the Mountain Railways, and those holding first-class tickets will travel second class on the Mountain Railways.

## VALIDITY OF TICKETS

The validity of tickets and conditions of extension of validity vary according to the resort. In most cases the tickets cannot be extended or used on other trains, and no refund is obtainable for unused portions. Passengers wishing to extend their holiday, or anticipating that they may wish to do so, should ascertain the conditions applicable at the time of booking.

## YOUR JOURNEY

*The timings given below are approximate only. During the busiest holiday period it may be necessary for trains from London to the port to run in several portions, and the departure times shown below may be advanced or delayed. Each passenger receives a detailed timetable with his tickets showing exact times of departure and arrival.*

Route	DEPARTURE FROM LONDON VICTORIA STATION			ARRIVAL IN LONDON VICTORIA STATION		
	Days	Dates (inclusive)	Approx time	*Days	Dates (inclusive)	Approx. time
SHORT SEA	Thursday	May 6	2 00 p.m.	Saturday	May 15	6 15 p.m.
	Tuesday	October 7		Thursday	May 20	
	Sunday	May 11		Tuesday	October 14	
OSTEND	Thursday	September 28	2 30 p.m.	Saturday	May 25	5 30 p.m.
	Tuesday	May 16		Thursday	October 12	
	Sunday	September 26		Tuesday	May 15	
NEWHAVEN DIEPPE (See pages 52-53)	Thursday	May 6	7 00 p.m.	Saturday	October 23	7 00 p.m.
	Tuesday	October 7		Thursday	June 10	
	Sunday	June 1		Tuesday	October 14	
	Friday	September 28		Sunday	June 15	
		September 26			October 12	
		July 2			July 11	
		to			to	
		August 27			September 12	

\* Leaves Switzerland previous day

At the London departure stations notices are prominently displayed indicating the departure platforms. You will find "The Man from Cook's" waiting to help you.

## REGISTERED BAGGAGE

If you wish to register your baggage you should be at the station at least one hour before the scheduled departure of the train. This advice is tendered in your own interest.

## ADVICE ON HOTEL ACCOMMODATION

Last summer large numbers of prospective holiday-makers could not be accommodated. There is sure to be a great demand for accommodation this year, be wise, therefore, and send a deposit of £1 each passenger immediately to any Cook's Office. Cook's have at their disposal in London large allotments of rooms at various grades of hotels in many resorts, including —

BRUNNEN	LOCARNO	MONTREUX
INTERLAKEN	LUCERNE	SEELISBERG
LAUTERBRUNNEN	LUGANO	WILDERSWIL

Do please book early and avoid disappointment

The accommodation provided covers bedroom and full board (three meals daily—càfé complet, table d'hôte luncheon and table d'hôte dinner), together with taxes and gratuities to hotel servants. Afternoon tea and baths (unless you have booked a room with private bath) are not included. It is also usual now for hotels to make an additional charge for coffee when taken after luncheon and dinner.

## PASSPORTS

Travellers to Switzerland must hold passports valid for the journey. Application forms and every assistance possible at Cook's Offices.

## MONEY

Under Exchange Control regulations it is anticipated British travellers making personal journeys abroad will be allowed to spend not more than £35 per adult person in a year in foreign countries, including the cost of hotel accommodation and incidental expenses and any travel undertaken in the country visited, other than the journey to and from the first stopping-point. When arrangements for a journey abroad are first contemplated it is essential that travellers consult Cook's Exchange Control Advisory Service, who will explain how to fulfil the official requirements, and who are specially authorised to approve the Exchange Control application.





# LOVELY LUCERNE-

TOUR S-I

The perfect centre for a perfect holiday, Lucerne offers to her visitors every aspect of Switzerland's wonderful enchantment. Set between tranquil snow-capped peaks and the blue waters of the famous Lake of Lucerne, nature has painted this countryside in lavish colours.

The town itself is a pleasing combination of the old and the new, with its ancient streets and buildings, steeped in history and romantic legend, contrasting vividly with its modern lakeside promenades, its fine shops and the attractions of the Kursaal-Casino, concerts, cinemas, tennis courts and golf courses.

Throughout the years poets and musicians have sought to capture the beauty of Lucerne—the enchantment of distant snow-topped peaks in the clear sparkling sunshine, the peace of the quiet chalet-farms set in their foam of cherry and apple blossoms, the brilliant emerald of the countryside and the deep translucent blue of the lake, but only by spending a holiday in this lovely spot can you ever appreciate to the full its real beauty and fascination.

Cook's Hostesses stay at the Grand Hotel Europe, Hotel St Gotthard and the Hotel Chateau Gutsch. They will be waiting to welcome you to a holiday you will never forget.

**Reduced Rates for  
KURSAAL-CASINO  
and LIDO.**

*Upon presentation of  
Cook's Voucher, entrance  
tickets for the Kursaal-  
Casino and the Lido at  
Lucerne will be supplied  
there at specially reduced  
rates.*

**10 DAYS £24 15 6**

(7 NIGHTS)

**17 DAYS £31 8 0**

(14 NIGHTS)

Booking Form page 63

## DEPARTURES

Every THURSDAY from May 6 to October 7.

Every TUESDAY from May 11 to September 28

Every SUNDAY from May 16 to September 26

LOVELY LUCERNE

# -twixt Lake and A

TOUR · S · I ·

## A VERY SPECIAL OFFER

WITH ACCOMMODATION AT THE

## GRAND HOTEL EUROPE

This is undoubtedly one of the most delightful and popular hotels with visitors to Lucerne, and Cook's have again made special arrangements for their guests, on very favourable terms

The hotel has a pleasant garden almost on the lakeside where guests can relax and enjoy the glorious view across the Lake of Lucerne to the majestic snow-capped summits which reach down to the far shore

The comfort and service of the Grand Hotel Europe will add in no small measure to the enjoyment of your holiday. A spacious lounge and American Bar are amongst its many amenities, whilst Cook's representative is resident at the Hotel to help you in every way

**10 DAYS £26 4 0**

(7 NIGHTS)

**17 DAYS £34 1 6**

(14 NIGHTS)

Booking Form page 63

## DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7

Every TUESDAY from MAY 11 to SEPTEMBER 28

Every SUNDAY from MAY 16 to SEPTEMBER 26

Inclusive charges, according to situation of room\* —

	£	s	d		£	s	d
10 DAYS'	26	4	0	17 DAYS'	34	1	6
HOLIDAY	26	19	6	HOLIDAY	35	11	0
(7 nights)	27	15	6	(14 nights)	37	1	0
	28	16	0		39	0	0
	29	6	0		40	0	0

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

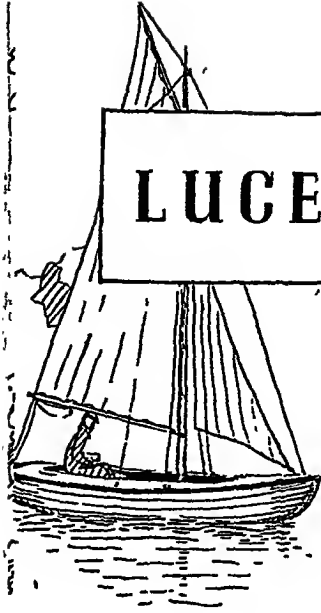
\* Meals can be taken in the Hotel Restaurant instead of in the Dining Room at a supplementary charge of 18s 6d for the 10 days holiday, or £1 17s for the 17 days holiday

# LUCERNE

TOUR S I

## YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE See page 5



**HOTEL ROTH AUS.** Quiet, homely and centrally situated

Better rooms

**HOTEL REB STOCK.** 18 rooms, conveniently situated in town

Better rooms

**HOTEL CHATEAU GUTSCH** Family hotel, with splendid views

Resident Hostess

Better rooms

**HOTEL DREI KONIGE** Centrally situated, containing 30 rooms

Better rooms

**GRAND HOTEL EUROPE** Resident Hostess See page 9

**HOTEL CENTRAL.** 43 rooms Pleasantly situated

Better rooms

**HOTEL DIANA** Comfortable second-class hotel with 40 rooms

Better rooms

**HOTELS ROYAL or WILDEN-MANN** Comfortable second-class hotels with 60 rooms

Better rooms

**HOTEL ST. GOTTHARD.** Facing the lake 110 rooms Resident Hostess

Better rooms

Front rooms

Rooms with private bath

**HOTEL BALANCES.** 60 rooms; Quietly situated by the lake

Better rooms

**HOTEL MONTANA** Famous for its cooking and glorious views

Better rooms

Front rooms with private bath

**HOTEL PALACE** On the Lakeside Ballroom and orchestra

Better rooms

Front rooms or with private bath

**GRAND HOTEL NATIONAL.** On lake shore 200 rooms

Better rooms

Front rooms or with private bath

**HOTEL SCHWEIZERHOF.** Facing the lake Orchestra. 200 bedrooms

bedrooms

Rooms with private bath

Front rooms

### OPTIONAL SUPPLEMENTS

First-class travel £ s d  
throughout 4 0 0

Meals en route, itinerary,  
etc., see page 5

Reduction for Third-  
class travel (see  
page 6) 4 11 6

10 days (7 nights)	17 days (14 nights)
£ s d	£ s d
24 15 6	31 8 0
25 1 6	32 0 0
24 19 0	31 15 6
25 14 6	33 5 0
25 2 0	32 0 0
25 12 0	32 18 0
25 6 6	32 7 6
25 16 6	33 7 0
25 13 0	33 3 6
26 13 6	35 3 0
26 13 0	34 19 0
27 3 6	35 18 0
27 3 6	35 18 0
28 5 6	38 0 0
27 13 0	36 18 6
28 19 0	39 8 6
30 9 6	42 8 0
32 11 0	46 6 6
27 16 0	37 1 6
28 16 6	39 1 0
28 8 6	38 3 6
29 9 0	40 3 0
32 1 0	45 2 6
28 19 6	39 4 0
30 19 0	43 1 6
33 11 0	48 1 0
28 19 6	39 4 0
30 10 6	42 3 6
32 1 6	45 3 0
28 19 6	39 4 0
31 1 0	43 3 6
32 1 6	45 3 0

**SINGLE ROOMS**—The fares shown are based on rooms with two beds or double bed supplement for single rooms, 1s 6d each night.

## OPTIONAL EXCURSIONS

Specially arranged Motor Coach drives and delightful excursions by Lake Steamer and Railway, planned to give the utmost pleasure and enable visitors to enjoy the glorious scenery of this holiday wonderland

### HALF-DAY DRIVES BY MOTOR COACH

No		£	s	d.
1	Engelberg A favourite afternoon excursion, presenting a beautiful panorama the whole way	15	6	
2	Zurich—Switzerland's largest town	18	0	
3	Einsiedeln, with its imposing Monastery, via Zug, the Lake of Aegeri and over the Sattel Pass	1	0	0

### WHOLE-DAY DRIVES BY MOTOR COACH

4	The Rhone Glacier (Furka, Grimsel and Brunig Passes), via the famous Axenstrasse, Amsteg, Goeschenen and the Devil's Bridge to Andermatt, thence over the Furka Pass (7,990 ft) to the Rhone Glacier Return via the Grimsel Pass (6,430 ft), the Gorge of Aar, Meiringen and the Brunig Pass ( <i>Commencing mid-June</i> )	2	2	0
5	The Bernese Oberland, embracing Interlaken, Grindelwald, Lauterbrunnen and the Trummelbach Falls Over the Brunig Pass, skirting the beautiful Lake Brienz to Interlaken, continuing to Lauterbrunnen, visiting the Trummelbach Falls, returning via Grindelwald	1	16	0
6	The Rhine Falls, Lake Constance and Castle of Arenenberg	1	18	0

### LAKE STEAMER, MOUNTAIN and RAILWAY EXCURSIONS

7	Mount Pilatus By steamer to Alpnachstad, then electric railway to the summit (7,000 ft)	12	0	
8	The Rigi By steamer to Vitznau and electric railway to the summit (5,966 ft)	15	6	
9	Lugano By Red Arrow rail express through the St Gotthard Tunnel	1	17	6
10	The Rhine Falls By Red Arrow rail express	1	10	6



# LUGANO-

## TOUR S2

Flowers everywhere, riotously splashing every terrace with colour—a gay throng in the cafes overlooking the lake, revelling in the brilliant sunshine and idly listening to the orchestras—intensely blue skies and purple mountains descending sheer into the lake—that is Lugano by day.

At night with the myriad twinkling lights in the still depths of the lake, the motor boats cutting long lines of silver across the waters, and the strains of music borne on the flower-scented breeze, the town becomes a veritable fairy city of dreams

But for practical moments there is plenty to do in Lugano. A fine bathing place, water sports, tennis, golf, concerts, dancing, shopping and expeditions to the quaint Italian-style arcaded streets of the old town, will fill every day with interest, whilst walks and excursions in the countryside will unfold such breathtaking scenery that you will be truly sorry when the time comes to leave this enchanted land

**10 DAYS £26 1 0    17 DAYS £32 9 0**  
(7 NIGHTS)    BOOKING FORM PAGE 63    (14 NIGHTS)

### OPTIONAL SUPPLEMENTS

£ s d

First-class travel through-out    4 12 6

Meals en route, itinerary, etc., see page 5

• • •

Reduction for Third-class travel (see page 6)    5 0 0

### DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7  
Every TUESDAY from MAY 11 to SEPTEMBER 28  
Every SUNDAY from MAY 16 to SEPTEMBER 26

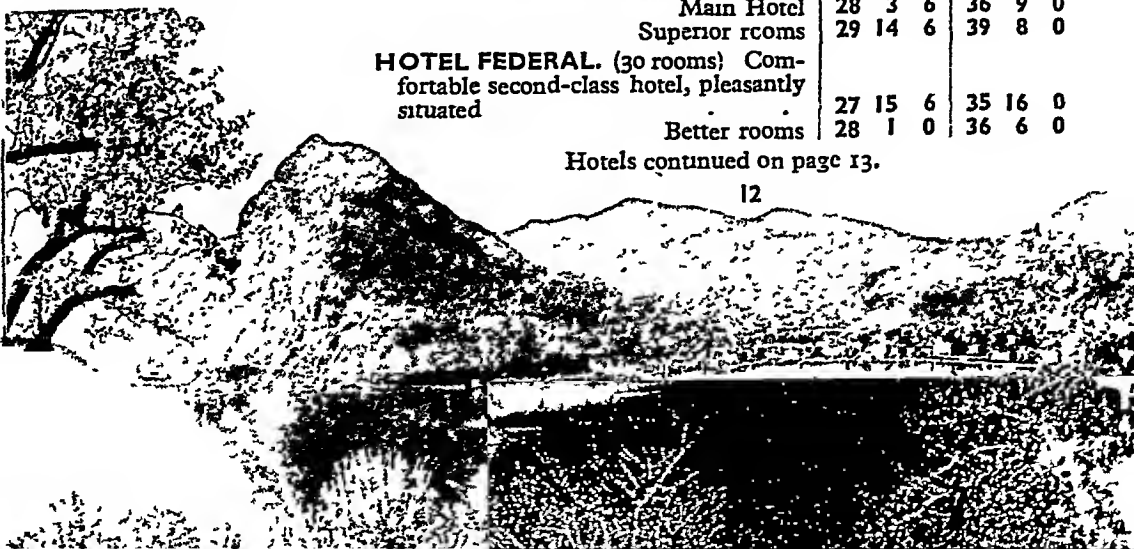
### YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE, see page 5, according to hotel and situation of room

	10 days' holiday (7 nights)	17 days holiday (14 nights)
<b>HOTEL PENSION REGINA. A</b> small homely establishment of 20 rooms, near the lake	£ s d 26 1 0	£ s d 32 9 0
<b>HOTEL PRIMROSE AU LAC.</b> Beautifully situated facing the lake		
25 rooms	26 13 0	33 9 6
Better rooms	27 8 0	34 19 0
<b>HOTEL RITSCHARD VILLA SAVOY.</b> Comfortable second-class hotel, conveniently situated		
70 rooms	27 8 0	34 19 0
Main Hotel	28 3 6	36 9 0
Superior rooms	29 14 6	39 8 0
<b>HOTEL FEDERAL.</b> (30 rooms) Comfortable second-class hotel, pleasantly situated		
	27 15 6	35 16 0
Better rooms	28 1 0	36 6 0

Hotels continued on page 13.

LUGANO AND MOUNT  
ST SALVATORE



# YOUR CHOICE OF HOTELS

TOUR S2

The charges shown are inclusive, see page 5,  
according to hotel and situation of room

	10 days holiday (7 nights)			17 days holiday (14 nights)		
	£	s	d	£	s	d
<b>HOTEL MEISTER</b> Comfortable 50- roomed hotel close to the lake Resi- dent Hostess	27	16	0	36	3	0
Better rooms	28	17	0	37	12	0
Superior rooms	30	7	6	40	11	0
<b>HOTEL MULLER.</b> Comfortable second-class hotel overlooking lake at Castagnola 50 rooms	27	19	0	35	15	0
Better rooms	28	9	6	36	14	6
Superior rooms	29	15	0	39	4	0
<b>HOTEL INTERNATIONAL</b> Com- fortable second-class hotel, pleasantly situated 80 rooms	28	5	6	36	11	0
Better rooms	28	16	0	37	11	0
<b>HOTEL BRISTOL</b> Commanding magnificent views over the lake 90 rooms	28	7	0	36	14	0
Better rooms	30	8	6	41	1	6
Rooms with private bath	32	9	6	44	12	0
<b>HOTEL VILLA CASTAGNOLA AU LAC</b> Delightfully situated at Castag- nola, facing lake 80 rooms Resident hostess	28	12	6	37	3	6
Better rooms	30	9	0	41	2	6
Rooms with private bath	35	1	0	49	10	6
<b>HOTEL LLOYD AND NATIONAL</b> Comfortable second-class hotel with 75 rooms	28	18	6	37	16	0
Better rooms	29	16	6	39	10	6
<b>HOTEL BEAU RIVAGE.</b> Front rooms Stands in gardens fronting the lake 60 rooms	28	19	0	37	17	0
Better rooms	29	19	6	39	14	0
Front rooms	31	1	0	41	14	6
<b>HOTEL MAJESTIC METROPOLE</b> Overlooking the lake Large garden, swimming pool 100 rooms	31	1	6	41	17	0
Front rooms	33	8	0	46	6	0
<b>HOTEL PARK</b> Overlooking the lake 100 rooms	31	13	6	42	16	0
Better rooms	34	4	0	47	15	0
Superior rooms	35	4	6	49	14	0
<b>GRAND PALACE HOTEL</b> First- class hotel facing the lake 130 rooms	33	0	0	45	4	4
Front rooms	35	12	6	50	3	0



# LUGANO

## OPTIONAL EXCURSIONS by MOTOR and MOUNTAIN RAILWAY

Pleasant drives by comfortable modern coaches to places of beauty and interest. A wonderful opportunity to visit scenes unequalled in charm and grandeur

### HALF-DAY DRIVES

	£	s	d
1. Locarno—Afternoon drive over the Monte Ceneri to the north side of Lake Maggiore . . . . .		14	6
2 Lake Como . . . . .	1	3	6
3 To Monte Generoso . . . . .		14	0

### WHOLE-DAY DRIVES

4 St Moritz Traversing the shores of Lakes Lugano and Como, thence via the Maloja Pass (5,910 ft), Sils, Silvaplana and Campfer to St Moritz (6,090 ft.) . . . . .	1	10	0
5 Four Alpine Passes (Monte Ceneri, Lukmanier, Oberalp and St Gotthard) Visiting Bellinzona, Disentis with its Monastery, Sedrun, Andermatt, with the Devil's Bridge, and Airolo . . . . .	1	12	6
6 Round Lake Maggiore, the greatest of the Italian lakes The route is via Ponte Tresa, Sesto-Calendi and Arona to Stresa for visit to the Isola Bella, thence via Pallanza and the western shore to Locarno, returning over the fortified Monte Ceneri . . . . .	1	10	0
7 Milan Across the plains of Lombardy to the world-famed city Ample time to visit the Cathedral, founded in 1386, with its treasury and crypt, the Church of St Ambrose and the Church of Santa Maria Della Grazie, containing Leonardo da Vinci's masterpiece "The Last Supper" . . . . .	1	2	0

### PASSPORTS

Passports must be carried on those excursions entering Italy.

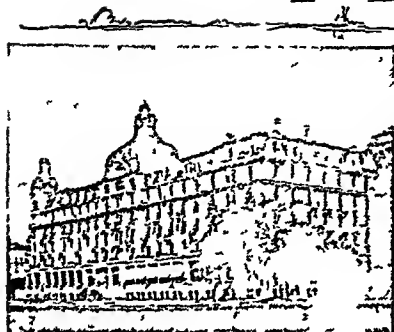
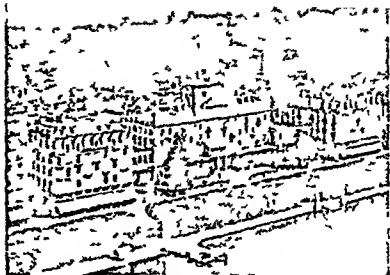
### MEALS

On whole-day drives, the hotels, upon request, will supply packed luncheons Table d'hôte luncheons can be provided at an additional charge of 6/6

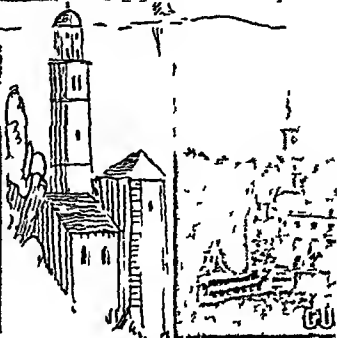
LUGANO, THE  
LAKESIDE

## By MOTOR-BOAT and MOUNTAIN RAILWAY

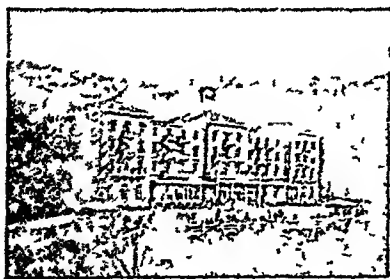
8 Lake Lugano—whole day . . . . .	17	6
9 Monte Bre (3,061 ft) by motor boat and mountain railway—afternoon . . . . .	5	6
10 Monte San Salvatore (2,893 ft) . . . . .	2	6



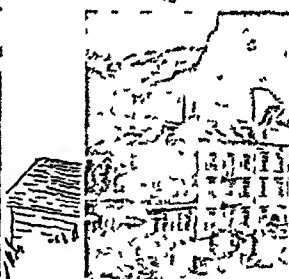
Palace Hotel Lucerne



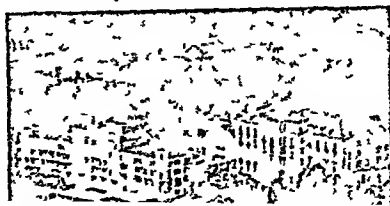
Chateau Gu



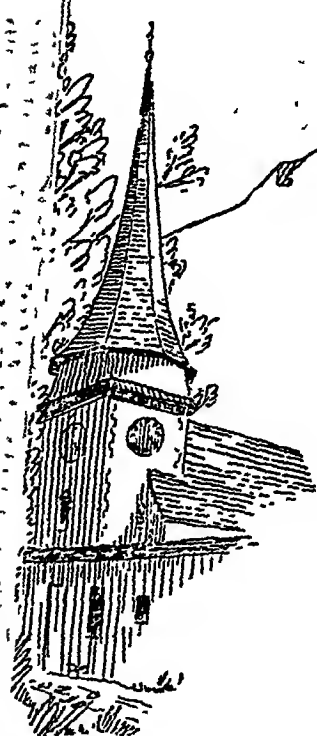
Grand Hotel, Burgenstock



Hotel Bellevue, E







# LOCARNO-

TOUR S-5

Locarno is for those who appreciate the luxuries of life, warm sunshine, comfort and good service—a holiday with every facility for entertainment in the midst of wonderful scenery.

Here you can indulge every whim or fancy of your mood, for the versatility of Locarno is endless. If you want colour after the drab English winter, there's colour everywhere—flowers in profusion, blue skies and the even deeper blue waters of lovely Maggiore, white streets and buildings splashed with yellow sunshine, the lush green of vineyard and orchard and purple mountains stretching in a majestic snow-crowned panorama.

If you want fun, there's a fine lido on the lake shore, golf, tennis, concerts, dancing, modern cinemas and shops and intriguing Continental cafes and restaurants. If you want to explore, there's an endless variety of walks and excursions and, right on the doorstep, some of the finest mountain and lake scenery of Switzerland awaiting you. Truly Locarno has everything to offer—you'll never want to leave!

## OPTIONAL SUPPLEMENTS

First-class travel throughout £ s d 4 11 6

Meals en route, itinerary, etc., see page 5

Reduction for Third-class travel (see page 6) 4 19 6

10 DAYS £28 9 6

(7 NIGHTS)

17 DAYS £37 1 0

(14 NIGHTS)

BOOKING FORM PAGE 63

## OPTIONAL EXCURSIONS BY COACH

Passports must be carried on those excursions entering Italy. On whole-day drives, the hotel, upon request, will supply packed luncheons. Table d'hôte luncheons can be provided at an additional charge of 6s 6d.

	£	s	d
1. LUGANO. Half-day drive	..	..	10 6
2. VAL VERZASCA Half-day drive	..	..	8 6
3. STRESA. Whole-day drive, including motor-boat to the Isola Bella (including entrance fee)	17	6	
4. MILAN. Whole-day drive	1	3	6
5. THREE PASSES. Whole-day drive embracing the Lukmanier, Oberalp and St Gotthard Passes	1	9	6

LOCARNO



# -glorious Scenery

TOUR S 5

## DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7

Every TUESDAY from MAY 11 to SEPTEMBER 28

Every SUNDAY from MAY 16 to SEPTEMBER 26

*You stay at the*

## HOTEL ESPLANADE

Delightfully situated in large, quiet and beautiful grounds at Minusio, the Hotel Esplanade commands a superb view of lake and mountains. The lounge, bar, drawing, smoking and billiards rooms are comfortable and well furnished as is each of its 85 rooms, and the service is excellent. Frequent dances add to the enjoyment, and for the energetic there are good tennis courts in Locarno, whilst close at hand is everything you could wish to make your holiday full of interest and pleasure.

INCLUSIVE CHARGES (see page 5)

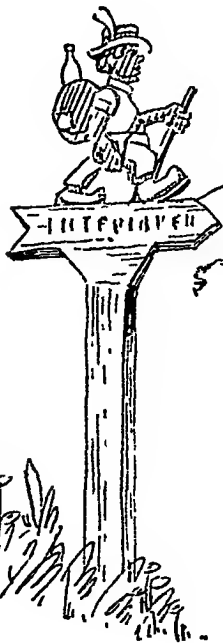
### HOTEL ESPLANADE

Better rooms

Superior Rooms

Room with private bath

10 days holiday (7 nights)			17 days holiday (14 nights)		
£	s	d	£	s	d
28	9	6	37	1	0
29	15	6	39	10	0
30	16	0	41	10	0
32	17	0	45	9	0



# INTERLAKEN -

TOUR S 3

Nature must have designed the spot where Interlaken stands especially for pleasure and relaxation, for it is a natural holiday centre set in the most beautiful surroundings

Between the lovely lakes of Thun and Brienz, guarded by the mighty bulk of the Jungfrau, on all sides stretches the magnificent mountain scenery of the Oberland, the green of the wooded slopes deepening the blue of the waters

Interlaken itself is more than worthy of its surroundings, for it is a fresh, lovely town, with every facility to complete your enjoyment. In fact, everything you've dreamed of for your holiday awaits you—swimming, games, boating, rambling, climbing, concerts, dancing, shopping and a mild flutter in the Casino to give your holiday a Continental tang!

Cook's Hostesses at Interlaken will give you every help to enjoy your stay to the full

## "WILLIAM TELL" PASTORAL PLAYS

Performances are given outdoors in a beautiful natural setting, every Sunday from July 11 to September 12. Seats can be reserved at Cook's Office, Hoheweg, Interlaken



(On the whole-day drives the hotels, upon request, will supply packed luncheons. Table d'hôte luncheons can be provided at an additional cost of 6s 6d.)

## INTERLAKEN— LAKE OF THUN

**10 DAYS £25 5 0    17 DAYS £31 13 0**

(7 NIGHTS)

BOOKING FORM PAGE 63

(14 NIGHTS)

## DEPARTURES

Every THURSDAY from May 6 to OCTOBER 7

Every TUESDAY from MAY 11 to SEPTEMBER 28

Every SUNDAY from MAY 16 to SEPTEMBER 26

## OPTIONAL EXCURSIONS FROM INTERLAKEN

### HALF-DAY DRIVES

	£	s	d
1 Interlaken and environs		12	0
2 Kandersteg and the Blue Lake	1	0	0

### WHOLE-DAY DRIVES

3 Berne—round the Lake of Thun via Spiez, returning via Oberhofen	19	0	
4 Grand Alpine Tour—over the Grimsel Pass to the Rhone Glacier, returning by the Furka and Susten Passes	2	2	0
5 Lucerne via the Brunig Pass	1	2	6
6 Lucerne via the Grimsel and Furka Passes, returning via the Brunig Pass	2	2	0

### BY MOUNTAIN RAILWAY

7 Jungfrauoch (11,342 ft.) via Lauterbrunnen and Wengernalp, returning via Grindelwald	1	17	6
8 Brienz-Rothorn (7,720 ft.)		9	6
9 Blue Arrow rail express Circular Tour via Loetschberg and Simplon routes, visiting Montreux and Berne	1	9	6
10 Schynge Platte (6,562 ft.), visiting the Alpine Garden		6	6
11 Trummelbach Falls and Murren (5,413 ft.)		11	6

# "between the Lake

TOUR S 3

## YOUR CHOICE OF HOTELS

The charges shown are inclusive, see page 5

	10 days holiday (7 nights)			17 days holiday (14 nights)		
	£	s	d	£	s	d
<b>HOTEL PENSION RUGENPARK</b> Small and quietly situated hotel- pension with 20 rooms	25	5	0	31	13	0
<b>HOTEL DU PARC</b> A family pension with 35 rooms, at Goldswil	25	5	0	31	13	0
Better rooms	25	14	6	32	4	6
<b>HOTEL HORN</b>	26	4	0	33	3	6
Better rooms	26	13	0	34	10	0
<b>HOTEL EUROPE.</b> Comfortable hotel with 50 rooms, situated on the Hohe- weg promenade	26	11	6	34	6	0
<b>HOTELS BERNERHOF</b> (60 rooms) or <b>INTERLAKEN</b> (80 rooms) Each very comfortable and centrally situated	26	13	0	34	10	0
<b>HOTEL DU LAC</b> Delightfully homely establishment with 60 rooms	27	13	0	35	18	0
Better rooms	27	19	6	36	11	0
Superior rooms	28	10	0	37	10	0
<b>HOTEL KREBS</b> Charming family hotel containing 60 rooms, situated on the main promenade	27	2	0	35	6	0
Front rooms	27	18	0	36	11	0
<b>HOTEL SPLENDID</b> Good second- class hotel, centrally situated	27	7	6	35	11	0
Front rooms	28	8	0	37	11	0
<b>HOTEL ROYAL ST GEORGES</b> First Class Hotel with 110 rooms, overlooking the Hoheweg promenade	28	0	0	36	18	0
Front rooms	30	8	6	41	10	0
Rooms with private bath	31	19	0	44	9	6
<b>HOTEL METROPOLE</b> First class hotel with 80 rooms, close to the Kursaal Resident Hostess	28	12	0	37	1	6
Better rooms	29	2	6	38	11	0
Superior rooms	29	17	6	39	10	6
<b>HOTEL BEAU RIVAGE</b> First Class Hotel, openly situated 125 rooms	29	1	0	38	7	6
Better rooms	31	12	6	43	16	0
<b>HOTEL VICTORIA JUNGFRAU</b> First class hotel containing 180 rooms Well situated with wonderful views of the Jungfrau	29	15	6	40	2	6
Better rooms	31	4	6	42	19	6
Rooms with private bath	34	6	6	48	18	0



# INTERLAKEN

TOUR S.3

*Specially attractive  
Holiday at the*

## HOTEL CARLTON

SITUATED TWO MINUTES FROM LIDO AND KURSAAL

This beautiful and modern hotel offers its guests exceptional comfort and service. It has a charming lounge, drawing and smoking rooms and an American Bar. Standing in its own pleasant gardens with magnificent views of the mountains beyond, it is excellently situated on the famous Hoheweg Promenade—convenient for excursions by mountain railway and many pleasant walks. Cook's Hostess resides at the hotel.

**A WORD OF ADVICE**—This hotel is immensely popular, it is therefore in your own interests to book your accommodation as soon as possible and avoid disappointment. Send a deposit of £1 (part payment of fare) at once to any Cook's Office and reserve your rooms.

### OPTIONAL SUPPLEMENTS

	£	s	d
First-class travel throughout	4	7	6

Meals en route, itinerary etc., see page 5



Reduction for Third-class travel (see page 6)	4	15	0
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### DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7

Every TUESDAY from MAY 11 to SEPTEMBER 28

Every SUNDAY from MAY 16 to SEPTEMBER 26

**INCLUSIVE CHARGE** (see page 5)  
**ACCORDING TO ROOM**

10 DAYS' HOLIDAY	(7 nights)	£	s	d
		27	7	0
Better rooms		27	15	0

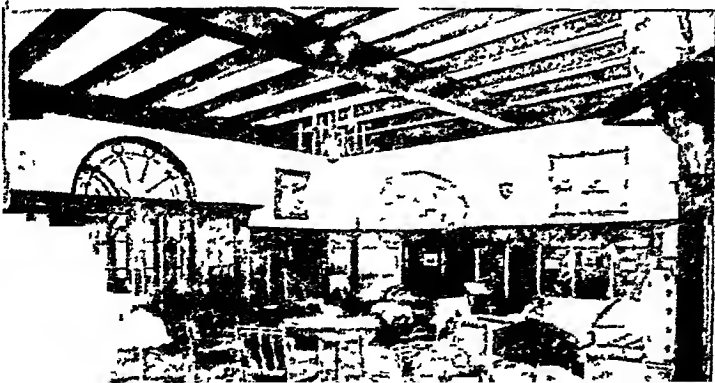
### 17 DAYS' HOLIDAY

	£	s	d
(14 nights)	35	10	0
Better rooms	36	7	6

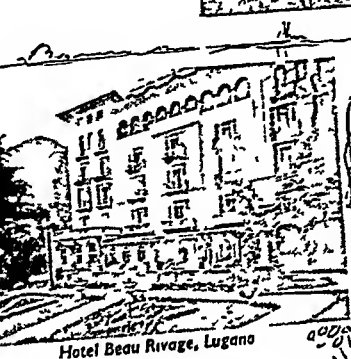
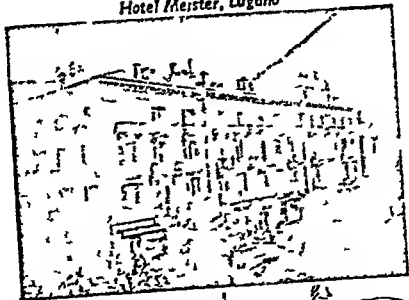
**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night.

THE HOTEL CARLTON

20



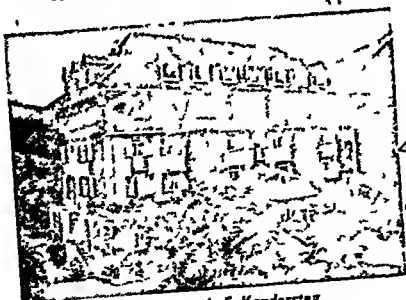
Hotel Meister, Lugano



Hotel Beau Rivage, Lugano



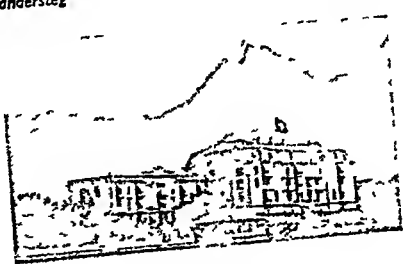
Park Hotel,




Hotel Schweizerhof Kandersteg



Hotel Silvretta, K





# MONTREUX

TOUR S. 4

Undoubtedly, Montreux is one of the loveliest places in a land famed for its beautiful scenery. With the vast expanse of blue Lake Geneva stretching away to the base of the snow-capped mountains beyond, and with the green of forest and vineyard rising at its back, the setting of Montreux is one of such colour and beauty as to remain forever in the memory.

Yet the town is as lively as it is beautiful and offers every facility to interest the holiday-maker. The Kursaal provides daily concerts, as well as a grand theatre, the Casino, the Park

## DEPARTURES

Every SUNDAY from May 16  
to September 26

**10 DAYS £25 5 6**      **17 DAYS £31 8 0**  
(7 NIGHTS)                      (14 NIGHTS)

**Booking Farm page 63**

## OPTIONAL EXCURSIONS

## HALF-DAY DRIVES

HALF-DAY DRIVES		£	s	d
1	Champery—delightful summer and winter resort	12	0	
2	Villars, via Villeneuve, Aigle and Ollon, returning via Bex	12	0	

## WHOLE-DAY DRIVES

3	The Lake and town of Geneva	1	2	0
4	The Grand St Bernard A wonderful drive, climbing to an altitude of 8,110 ft., and visiting the famous Hospice ( <i>Commencing mid-June</i> )	1	4	0
5	Gruyere Via Aigle, Diablerets and the Col de Pillon to Gsteig, Gstaad and Gruyere, return- ing via Bulle, Chatel St Denis, and Vevey	1	2	0

## MOUNTAIN AND RAILWAY EXCURSIONS

6	The Rochers de Naye (6,473 ft.) by funicular and rack and pinion railway	..	11	0
7	Rhone Valley, Interlaken and Berne By the Red Arrow rail express	..	1	9 6

**MONTREUX**—Lake of Geneva and Castle Chillon

# -on lovely Lake Go

INCLUSIVE CHARGE (see page 5)

	10 days' holiday (7 nights)			17 days holiday (14 nights)		
	£	s	d	£	s	d
<b>HOTEL CHATELARD.</b> A very comfortable hotel with 30 rooms	25	5	6	31	8	0
Resident Hostess Better rooms	25	16	0	32	9	0
<b>HOTEL DE LONDRES</b> Excellent service and every facility 30 rooms	26	1	6	32	4	0
Better rooms	27	2	6	34	9	6
<b>HOTEL TERMINUS</b> Well situated for the town with terrace overlooking the lake 45 rooms	26	7	6	34	0	0
Better rooms	26	18	0	34	14	0
<b>HOTELS PARC ET LAC</b> and <b>SPLENDID</b> Both are in fine positions overlooking the lake	27	4	0	35	2	6
Each 40 rooms Better rooms	27	14	0	36	2	0
<b>HOTEL NATIONAL.</b> See special note on this page	27	6	0	35	5	0
Better rooms	27	18	6	36	10	0
Superior rooms	28	14	0	37	19	6
<b>HOTEL BEAU RIVAGE</b> Pleasantly situated by the lake with private gardens 50 rooms	27	16	0	36	1	6
Better rooms	28	6	6	37	1	6
Superior rooms	29	4	6	38	10	0
<b>HOTEL BRISTOL</b> Facing the lake, with private garden and tennis courts 85 rooms	29	16	6	38	2	0
Better rooms	30	7	0	39	2	0
<b>HOTEL SUISSE</b> Stands in its own grounds with splendid views over the lake	29	14	6	39	19	0
Front rooms	31	16	6	43	18	6
Superior rooms	33	17	0	47	17	6
<b>HOTEL EDEN</b> Situated on the lake-side in its own gardens 80 rooms	30	10	0	41	4	0
Better rooms	32	1	0	44	3	6
<b>HOTEL MONTREUX PALACE</b> Tennis courts, ballroom, and orchestra 200 rooms	29	17	6	40	2	0
Better rooms	32	9	0	45	0	0
Superior rooms	34	10	0	49	0	0
<b>HOTEL BELMONT.</b> In an elevated position 80 rooms	31	0	0	41	5	0
Better rooms	33	1	6	46	3	0

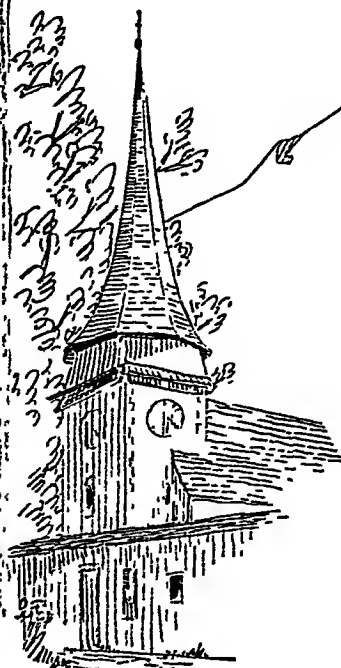
Supplement for Single Rooms, 1s 6d each night

23

## OPTIONAL SUPPLEMENT

First-class travel throughout, £4 12 6 extra  
Reduction for third class travel, £4 17 6,  
see page 6





# LAUSANNE-OUCHY

TOUR 56

If you like variety and yet want to see the real beauty of Switzerland, this is your holiday. Set in a green countryside of vineyards, orchards and deep woods of fir and beech, Lausanne has all the attractions which a large holiday resort and modern shopping centre can offer, whilst those who wander in its quieter ways will find interest in the many rare gems of quaint Swiss architecture with which its pleasant streets abound.

A fine sports stadium stages some first-rate contests and there are always plenty of concerts, theatres and dances to round off a perfect day spent amongst the glorious scenery of mountain and lake.

Ouchy, the playground of Lausanne, adjoins the town and lies right on the lake shore. Its fine promenade, its Lidos and the sparkling blue waters of the lake itself with its yachts and bathers, fill every moment of the long sunny days with interest and happiness.

Undoubtedly, by making Lausanne your centre, you can sample every aspect of the holiday delights that Switzerland offers to her visitors.

Cook's Office at  
2, AVENUE du THEATRE,  
LAUSANNE

**10 DAYS £25 18 0    17 DAYS £33 1 0**

(7 NIGHTS)

(14 NIGHTS)

BOOKING FORM PAGE 63

## DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7

Every TUESDAY from MAY 11 to SEPTEMBER 28

Every SUNDAY from MAY 16 to SEPTEMBER 26

24

LAUSANNE-OUCHY



# - "garden" City

TOUR S-6

## YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE, see page 5,  
according to situation of room

	10 days holiday (7 nights)			17 days holiday (14 nights)		
	£	s	d	£	s	d
<b>HOTEL DU PARC.</b> On lake level with uninterrupted views Contains 35 rooms	25	18	0	33	1	0
Better rooms	26	13	6	34	11	0
<b>HOTEL MIRABEAU.</b> First class hotel with 75 rooms Caters specially for English visitors	27	15	0	36	9	0
Better rooms	28	7	6	37	18	6
<b>HOTEL VICTORIA</b> First class hotel with 60 rooms Centrally situated	27	17	0	36	9	6
<b>HOTEL ROYAL &amp; SAVOY.</b> Modern superior first-class hotel, pleasantly situated 120 rooms	29	11	6	39	12	6
Better rooms	30	3	0	41	1	6
<b>HOTEL BEAU RIVAGE PALACE</b> 150 rooms Luxurious establishment on lake-side	30	13	0	42	2	0
Better rooms	32	14	0	46	1	6
<b>HOTEL LAUSANNE PALACE &amp; BEAU SITE.</b> Luxurious hotel overlooking the lake Contains 150 rooms	30	13	0	42	2	0
Better rooms	32	14	0	46	1	6

## DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7  
Every TUESDAY from MAY 11 to SEPTEMBER 28  
Every SUNDAY from MAY 16 to SEPTEMBER 26



# SEELISBERG-

TOUR S 20

On a richly wooded terrace of the mountains, poised between the wide blue expanse of Lake Lucerne and the glistening summits of the Alps, Seelisberg is deservedly popular as a holiday resort which can satisfy every mood

Clear mountain breezes rustling through the pines cool the hot sunny days to just the right atmosphere for enjoying the endless variety of walks or climbs through leafy mountain glade or over rocky crag, yet on the sheltered shores of the Lake or in the private swimming pool you can bathe or laze to your heart's content in the warmth of the sun

In Spring and Summer, the real joy of Seelisberg is the rioting colour of the Alpine flowers, gentian, alpenrose and a profusion of others, splashing the countryside with every hue from Nature's palette For the evenings there are concerts and dances and excursions in the moonlight which will make your stay at Seelisberg one you will always recall with happiness

**ON THE WHOLE-DAY EXCURSIONS** the hotel, upon request, will supply packed luncheons Table d'hôte luncheon can be provided at an additional cost of 6s 6d

**10 DAYS £26 7 0    17 DAYS £32 19 6**

(7 NIGHTS)

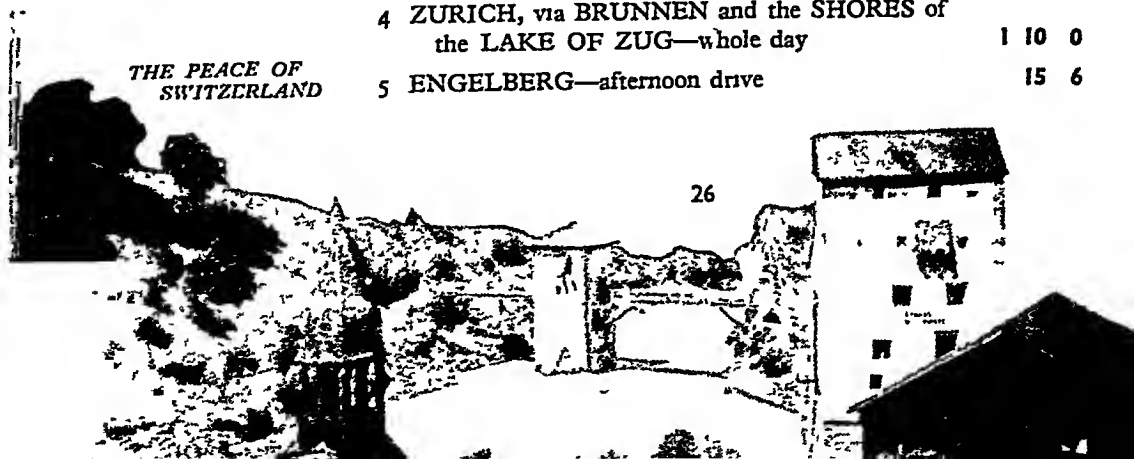
(14 NIGHTS)

Booking Form page 63

## OPTIONAL EXCURSIONS by COACH

- |   |                |
|---|----------------|
| 1. The RHONE GLACIER, GRIMSEL and FURKA PASSES—whole day .                            | £ s d<br>2 2 0 |
| 2 The SUSTENPASS (opened 1946)—whole day..  | 1 18 0         |
| 3 INTERLAKEN, LAUTERBRUNNEN, STAUBBACH and TRUMMELBACH FALLS, GRINDELWALD—whole day . | 1 16 0         |
| 4 ZURICH, via BRUNNEN and the SHORES of the LAKE OF ZUG—whole day                     | 1 10 0         |
| 5 ENGELBERG—afternoon drive   | 15 6           |

THE PEACE OF  
SWITZERLAND



# -High above the

TOUR S 20

## DEPARTURES

Every THURSDAY from MAY 6 to SEPTEMBER 23

Every TUESDAY from MAY 11 to SEPTEMBER 28

Every SUNDAY from MAY 16 to SEPTEMBER 26

## YOU STAY AT THE HOTEL KULM AND SONNENBERG

Where a really warm welcome awaits you You'll thoroughly enjoy being pampered with quiet yet attentive service and delicious fare amid a real holiday atmosphere, in the finest hotel in Seelisberg To complete your comfort there's a large, exceptionally well-furnished lounge, an American Bar, a fine ballroom, spacious public rooms and cosy beds in each of the 130 bedrooms The private swimming pool and tennis courts are free to guests The hotel is very pleasantly situated, convenient for all your activities, and will add the final touches to a wonderful holiday

Inclusive charge (see page 5) according to room

HOTEL KULM AND SONNEN- BERG	10 days holiday (7 nights)			17 days holiday (14 nights)		
	£	s	d	£	s	d
	26	7	0	32	19	6
With better rooms	27	8	0	34	16	0
Front rooms with balconies	27	18	0	35	15	6
Front rooms with private bath	29	14	6	39	4	6

*SINGLE ROOMS*—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night



# ENGELBERG-

## TOUR S 8

If your dreams of a holiday include tackling some of the well-known Swiss climbs, or if you have ambitions as a mountaineer, if your enthusiasm is only for energetic rambles, or even if your ideal is just to laze in the sun and find pleasure in the glorious view, Engelberg should be your choice

The starting point for several famous ascents, such as the Titlis (10,627 ft) and the Spannort (10,505 ft.), Engelberg lies in a lovely green valley surrounded by all the magnificent grandeur of the Alps, with pine-clad slopes and flower-studded greenness sweeping upwards to the mighty summits

Even on a gentle stroll, the ever-changing woodland and mountain scenes are an endless delight and interesting excursions provide a comfortable means of reaching many of the famous peaks and Alpine passes

A luxuriously warmed swimming pool, tennis courts and dances enable you to vary your days, whilst for gay moments and shopping expeditions Lucerne is only an hour away

**10 DAYS £24 15 6      17 DAYS £31 8 0**

(7 NIGHTS)

(14 NIGHTS)

Booking Form page 63

### DEPARTURES

Every THURSDAY from May 6 to October 7

Every TUESDAY from May 11 to September 28

Every SUNDAY from May 16 to September 26

(On the whole-day excursions the hotels, upon request, will supply packed luncheons. Table d'hôte luncheon can be provided at an additional cost of 6s 6d)

### OPTIONAL EXCURSIONS

- |   | £  | s  | d. |
|---|----|----|----|
| 1 Rhone Glacier Whole-day drive via Lucerne, Kussnacht, Brunnen, Andermatt, Furka Pass to the Rhone Glacier, returning via the Grimsel Pass, Meiringen, Brunnig and Sarnen            | 2  | 2  | 0  |
| 2 Bernese Oberland Whole-day drive via Sarnen, Brunnig to Grindelwald, returning via Interlaken   | 1  | 16 | 0  |
| 3 The Rhine Falls and Lake Constance. Whole-day drive   | 1  | 16 | 0  |
| 4 Burgenstock Afternoon drive to Stansstad, thence to the Burgenstock (2,976 ft), returning via the Engelberg Valley  | 15 | 0  |    |
| 5 Seelisberg Afternoon drive via Stans to Buochs and Beckenried, ascending to Seelisberg Return to Engelberg  | 16 | 6  |    |
| 6 Lucerne Afternoon drive along the Engelberg Valley to Stansstad, thence via Hergiswil to Lucerne Drive through the town and along the lakeside to Queen Astrid's Chapel, and return | 14 | 6  |    |
| 7 Lucerne After-dinner drive to Lucerne   | 9  | 6  |    |
| 8 Trubsee By funicular railway to Gerschmalp, thence aerial railway to Trubsee  | 4  | 9  |    |
| During July and August  | 6  | 0  |    |

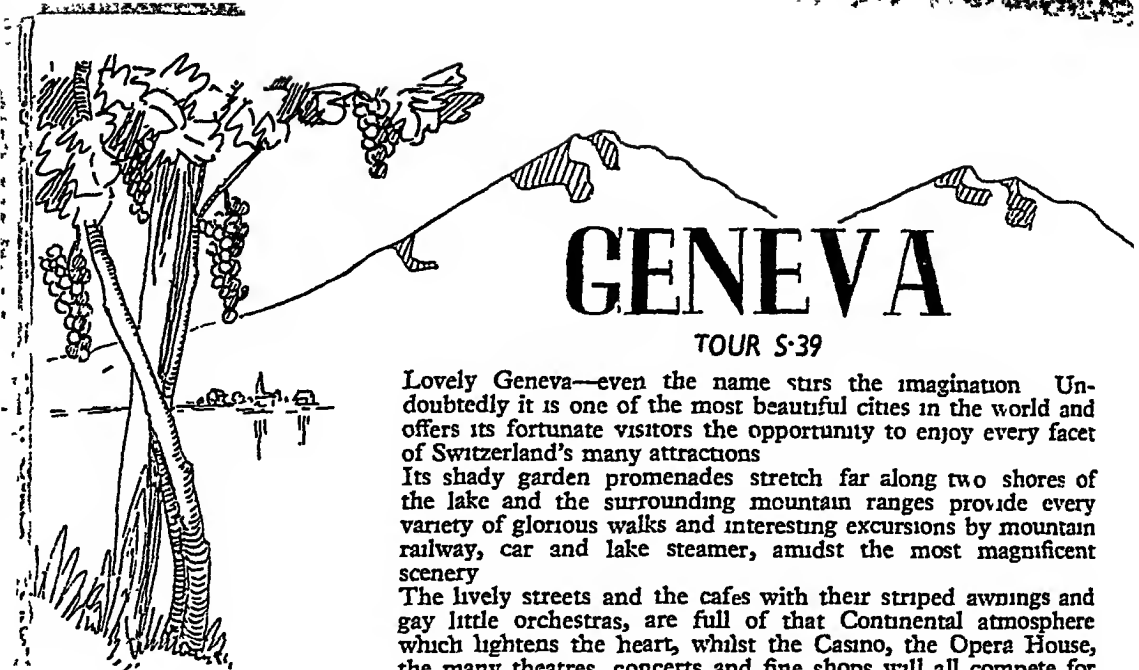
NEAR  
ENGELBERG

## YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE, see page 5, according to hotel

	10 days holiday (7 nights) £ s d			17 days holiday (14 nights) £ s d		
<b>HOTEL ENGELBERG.</b> Comfortable, centrally situated hotel-pension with 45 rooms	24	15	6	31	18	0
<b>HOTEL TRAUTHEIM</b> Excellent hotel-pension, well situated, with 20 rooms	24	19	6	31	12	0
<b>HOTEL SCHWEIZERHOF</b> Com- fortable second-class establishment with 70 rooms Centrally situated <i>High Season, July 15-Aug 15—1/6 extra daily</i>	25	14	0	32	14	0
<b>HOTEL ENGEL</b> Comfortable second- class hotel in private grounds, 70 rooms <i>High Season, July 15-Aug 20—2/- extra daily</i>	26	5	6	33	13	6
<b>HOTEL BELLEVUE</b> Superior second class hotel with 110 rooms Very pleasantly situated	27	3	0	35	7	0
	27	13	0	36	6	6
	28	3	6	37	6	0
<b>HOTEL REGINA TITLIS</b> First- class hotel with 120 rooms, standing in a large park	26	14	0	34	13	0
<b>HOTEL TERRACE PALACE.</b> Good first-class hotel with 100 rooms Commanding extensive views	27	16	6	36	16	0
<b>GRAND HOTEL &amp; KURHAUS.</b> Superior first-class hotel in large grounds, 100 rooms	28	16	6	38	13	0

**SINGLE ROOMS**—The above fares are based on rooms with two  
beds or double bed, supplement for single rooms, 1s 6d each night



# GENEVA

TOUR S-39

Lovely Geneva—even the name stirs the imagination. Undoubtedly it is one of the most beautiful cities in the world and offers its fortunate visitors the opportunity to enjoy every facet of Switzerland's many attractions.

Its shady garden promenades stretch far along two shores of the lake and the surrounding mountain ranges provide every variety of glorious walks and interesting excursions by mountain railway, car and lake steamer, amidst the most magnificent scenery.

The lively streets and the cafes with their striped awnings and gay little orchestras, are full of that Continental atmosphere which lightens the heart, whilst the Casino, the Opera House, the many theatres, concerts and fine shops will all compete for your interest with the historical and world-famous buildings of the city. You will be certain to have a grand time if you stay at Geneva, and will want to return again and again.

## DEPARTURES

Every THURSDAY from May 6  
to October 7  
Every TUESDAY from May 11  
to September 28  
Every SUNDAY from May 16  
to September 26

**10 DAYS £27 10 6** (7 NIGHTS) **17 DAYS £35 13 0** (14 NIGHTS)

Booking Form page 63

## YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE,  
see page 5, according to Hotel.

### OPTIONAL SUPPLEMENTS

First-class travel through-  
out £ s d 4 8 6  
Meals en route, lunerary, etc.,  
see page 5

Reduction for Third class  
travel (see page 6) £ s d 4 18 6

**HOTEL VICTORIA** (40 rooms)  
**HOTEL ANGLETERRE** (60 rooms)  
**HOTEL RICHMOND** (100 rooms)  
**HOTEL DES BERGUES** (100 rooms)

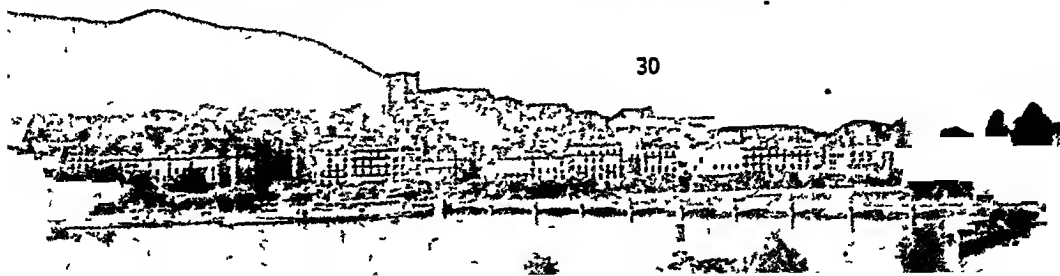
10 days' holiday (7 nights)	17 days' holiday (14 nights)
£ s d	£ s d
27 10 6	35 13 0
28 12 0	37 11 6
29 18 0	40 6 6
31 1 6	42 8 6

## OPTIONAL EXCURSIONS FROM GENEVA

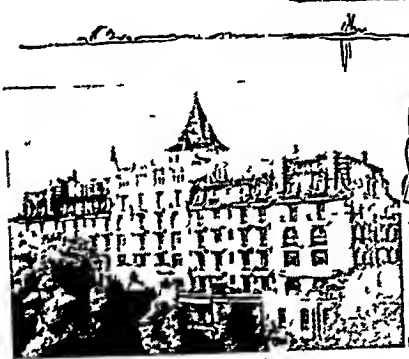
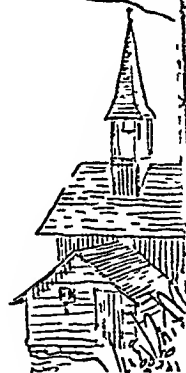
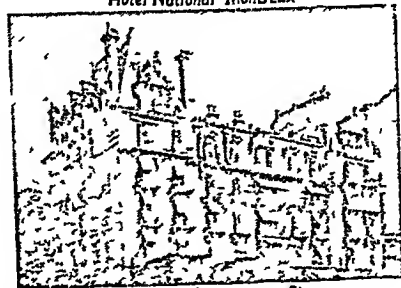
- |   |        |
|---|--------|
|   | £ s d  |
| 1 Afternoon motor-coach drive round the city  | 7 0    |
| 2 Whole-day drive by motor-coach via Lausanne and the Rhone Valley to the Grand St Bernard          | 1 9 6* |
| 3 Whole-day drive by motor-coach via Aigle to the Gruyere district (table d'hote luncheon included) | 1 8 6  |

\* Upon request, the hotels will supply packed luncheon. Table d'hote luncheon can be provided at an additional charge of 6s 6d.

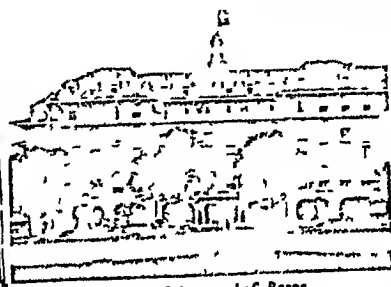
**GENEVA—THE QUAI  
DU MONT BLANC**



Hotel National Montreux



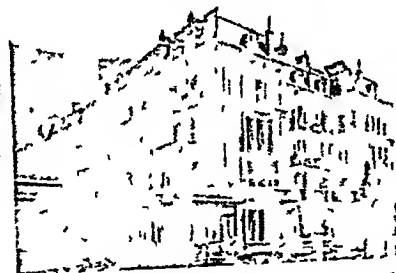
Hotel Royal and Savoy Lausanne



Hotel Schweizerhof Berne



Hotel Baer, Meiringen



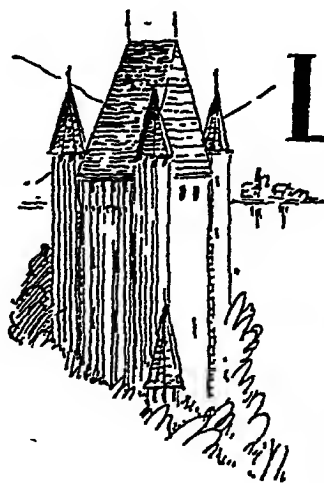
Hotel Victoria Zermatt



Villa Castagnola, Lugano







# LAKE LUCERNE

## BRUNNEN

TOUR 5 12

Quaint streets, modern shops, gay little cafe orchestras, good concerts—the never-to-be-forgotten loveliness of Lake Lucerne, modern bathing beaches—the unspoiled beauty of Switzerland with just that touch of sophistication to spice your holiday—Brunnen offers you them all and will add you to her countless admirers

The very situation of the town is a joy, for it stands on the western shores of the lake at the gateway to the incomparable "Tell" country and the warmth of the brilliant sunshine is tempered by clear breezes from the great ranges to make it just right for a Summer stay

Bathing, rowing, sailing, fishing and walks through the wonderful scenery will make your days pass all too quickly at Brunnen, but you will have captured the real joys of Switzerland

Cook's Resident Hostess at Hotel Waldstatterhof

### OPTIONAL SUPPLEMENTS

First-class travel through- out	£ s d 4 2 0
Meals en route, itinerary, etc., see page 5	
Reduction for Third-class travel (see page 6)	4 13 0

**10 DAYS £24 17 6**

(7 NIGHTS)

**17 DAYS £31 10 0**

(14 NIGHTS)

Booking Form page 63

### DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7.

Every TUESDAY from MAY 11 to SEPTEMBER 28

Every SUNDAY from MAY 16 to SEPTEMBER 26

### YOUR CHOICE OF HOTELS

INCLUSIVE CHARGE (see page 5) according to hotel and situation of room

	10 days' holiday (7 nights) £ s d	17 days holiday (14 nights) £ s d
HOTEL WEISSES KREUZ	24 17 6	31 10 0
HOTEL WALDSTATTERHOF	26 17 6	34 19 6
Better rooms	27 18 0	36 19 0
Front rooms	28 18 6	38 18 6

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

SPRINGTIME IN  
SWITZERLAND

# MORE LOVELY RESORTS ON LAKE LUCERNE

## AXENSTEIN

2,400 feet above sea-level and overlooking Lake Lucerne, this charming little resort offers a quiet, restful holiday with ample opportunities to enjoy golf, tennis, swimming and glorious walks

## BURGENSTOCK

Wonderful views of lake and the mountains and delightful walks through woods and meadows, sports grounds, tennis, golf, children's playgrounds, and a private bathing beach

## STANSSTAD

A gay holiday resort with lovely mountain views, quaint cafes, a lively bathing place, a fine playground for games and sports, and mountain railways for exploring the beautiful surroundings

## VITZNAU

in a bay of the lake at the foot of the Rigi, is a sunny spot that appeals to those seeking rest and recuperation as well as to the energetically minded. Bathing, boating, motor-boating, sailing and fishing await your pleasure besides tennis, walking, excursions on the lake, the ascent of the Rigi by railway, concerts and dancing

## WEGGIS

The ideal spot for a quiet, refreshing holiday, Weggis has good tennis courts and an extensive bathing place, clear mountain air and glorious sunshine

## YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE, see page 5, according to hotel

	10 days holiday (7 nights)	17 days holiday (14 nights)
<b>AXENSTEIN. TOUR S 14</b>		
HOTEL PARK	£ 25 11 0	£ 32 12 6
HOTEL GRAND	£ 27 16 6	£ 36 19 0
<b>BURGENSTOCK TOUR S 15</b>		
HOTEL WALDHEIM	£ 25 2 0	£ 31 17 0
PARK HOTEL	£ 28 3 0	£ 37 10 6
GRAND or PALACE HOTEL	£ 31 6 0	£ 43 10 6
<b>STANSSTAD TOUR S 16</b>		
HOTEL FREIENHOF	£ 25 17 0	£ 33 11 6
HOTEL WINKELRIED	£ 27 19 0	£ 37 6 6
<b>VITZNAU. TOUR S 17</b>		
HOTEL TERMINUS	£ 25 13 6	£ 33 0 0
HOTEL VITZNAUERHOF	£ 27 18 0	£ 37 2 6
HOTEL PARK	£ 31 9 6	£ 42 13 0
<b>WEGGIS TOUR S 18</b>		
HOTEL RIGI	£ 26 4 0	£ 34 0 0
HOTEL EDEN	£ 26 17 6	£ 35 3 6
HOTEL PARK BELLEVUE	£ 27 18 0	£ 37 2 6

OPTIONAL SUPPLEMENTS	Tour S 14	Tour S 15	Tour S 16	Tour S 17	Tour S 18
	£ s d	£ s d	£ s d	£ s d	£ s d
First-class travel throughout	4 2 0	4 0 0	4 0 0	4 1 6	4 0 6
Meals en route, si- nery, etc see p 5					
Reduction for third- class travel (see p 6)	4 13 0	4 13 0	4 12 6	4 14 0	4 13 0



# Lake of Thun-

## SPIEZ

TOUR S 9

All the relaxation and pleasures of a beautiful lake resort are combined with the unsurpassable grandeur of the Bernese Oberland scenery at this pleasant spot in the heart of the Swiss holiday country

On the southern shores of the lake, cradled in a gracious and verdant valley, Spiez is an excellent centre for exploring the delights of the Oberland both by the many excursions which run to well-known places and by walks and climbs which you can plan yourself to suit your energies. Wherever you wander, the ever-changing face of the mighty landscape will tempt you onwards and you will feel that you can never see enough of its beauty in one short visit

Bathing and sailing on the lake, tennis, dances and quaint shops will round off a holiday which you will want to spend again in the intoxicating air and bright sunshine for which the Oberland is famous

### DEPARTURES

Every THURSDAY from May 13  
to September 23

Every SUNDAY from May 16  
to September 26

Every TUESDAY from May 18  
to September 21

Optional Supplements.  
See page 35

**10 DAYS £26 0 0** (7 NIGHTS) **17 DAYS £33 3 0** (14 NIGHTS)

Booking Form page 63

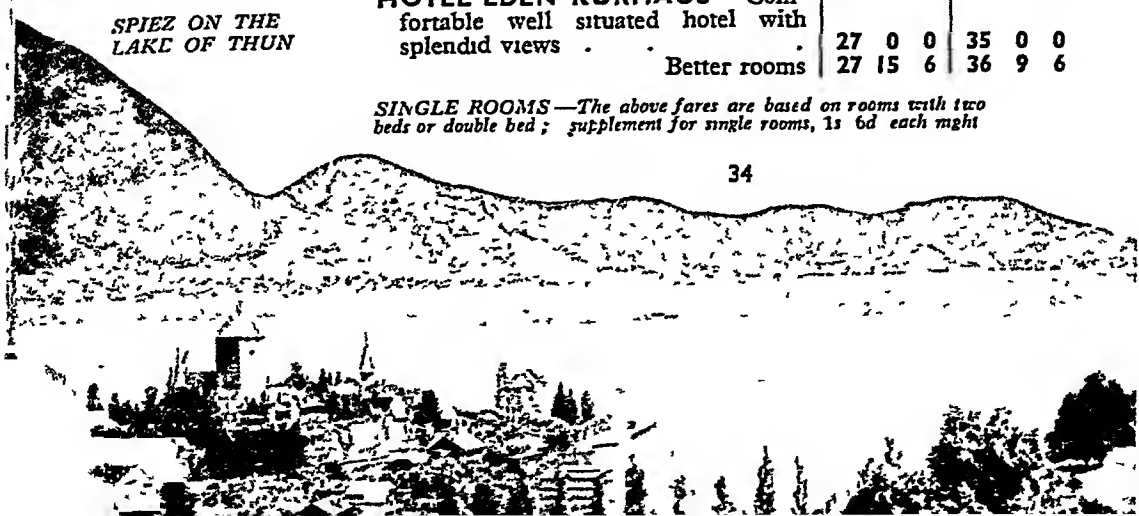
### YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE, see page 5,  
according to situation of room

	10 days' holiday (7 nights) £ s d			17 days' holiday (14 nights) £ s d		
<b>HOTEL DES ALPES.</b> Delightfully situated hotel offering every comfort	26	0	0	33	3	0
Better rooms	26	16	0	34	13	6
<b>HOTEL EDEN KURHAUS</b> Comfortable well situated hotel with splendid views	27	0	0	35	0	0
Better rooms	27	15	6	36	9	6

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed; supplement for single rooms, 1s 6d each night

SPIEZ ON THE  
LAKE OF THUN



# - "Riviera of the Oberland"

## HILTERFINGEN

TOUR S 21

If you are feeling tired and jaded, if you want a "complete rest and change of air," Hilterfingen welcomes you. The clean freshness of the mountain air and the warm lazy sunshine will make your stay in this peaceful little town the finest change you've ever had!

The shimmering blue of the lake tempts you to spend lazy days in a boat or bathing on its pleasant beaches, just drenching yourself in sunshine and finding relaxation and peace in the grandeur of the landscape which sweeps down to the placid waters.

Interlaken, Speiz, Thun and Berne are within an easy ride if you feel you want to hit the high spots!

**10 DAYS £27 9 6**

**17 DAYS £36 1 6**

### *Inclusive Charges*

**HOTEL BELLEVUE AU LAC** An excellent hotel situated by the lakeside  
Rooms facing lake  
Rooms with private bath

10 days  
holiday  
(7 nights)

£	s	d
27	9	6
29	1	6
30	12	6

17 days  
holiday  
(14 nights)

£	s	d
36	1	6
39	0	0
42	0	0

## OBERHOFEN

TOUR S 22

Surrounded by the towering heights of the Jungfrau, the Monch and Eiger, the lovely little old-world town of Oberhofen with its medieval castle nestles on the leafy shores of the lake like a jewel at the feet of giants. The sheer beauty of the scene is something of which you can never tire and with a lively bathing beach, golf, fishing, concerts, dancing and endless walks and excursions you will find your holiday in this beautiful spot pass all too quickly.

**10 DAYS £26 2 6**

**17 DAYS £33 4 6**

### *Inclusive Charges*

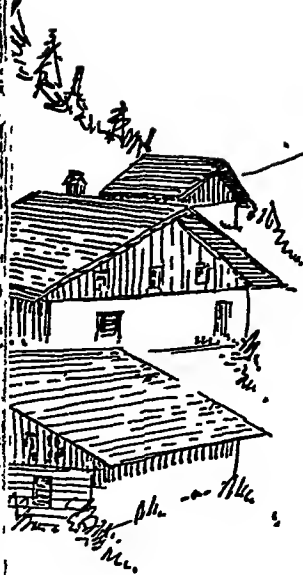
**HOTEL MOY.** Excellent hotel, splendidly situated with fine view of lake and Alps (60 rooms)

10 days  
holiday  
(7 nights)

£	s	d
26	2	6

17 days'  
holiday  
(14 nights)

£	s	d
33	4	6



# BERNE

TOUR S.38

Berne is not only the capital of Switzerland, it is also the gateway to the majestic country of the Bernese Oberland, and a city so steeped in Swiss history that its visitors can glimpse every aspect of this pleasant land. Standing astride the winding river Aare, the old town with its medieval atmosphere, its quaint buildings and quiet streets is full of historical interest and in contrast with the modern city with its excellent shops, theatres, cinemas and gay Kursaal tempting one to a flutter! There are the many excursions into the beautiful Oberland, plenty of bathing, sailing, golf, tennis and dances, in fact everything to make a holiday packed full of interest and enjoyment.

**10 DAYS £27 2 0 (7 NIGHTS)**      **17 DAYS £35 13 6 (14 NIGHTS)**

## DEPARTURES

Every **THURSDAY** from May 6 to October 7  
Every **TUESDAY** from May 11 to September 28  
Every **SUNDAY** from May 16 to September 28

## OPTIONAL SUPPLEMENTS

First-class travel through-cut £ s d 4 1 0  
Meals en route, itinerary, etc., see page 5

Reduction for Third-class travel (see page 6) 4 12 6

## YOUR CHOICE OF HOTELS

The charges shown are **INCLUSIVE**, see page 5, according to Hotel

### TOUR S.38

**HOTEL BAREN** Contains 75 rooms and offers every comfort  
**HOTEL BRISTOL**, with 70 rooms, is a first-class hotel  
**HOTELS BELLEVUE** (125 rooms), **PALACE** or **SCHWEIZERHOF** (100 rooms) Excellently situated with magnificent views, are modern, luxurious and comfortable

10 days' holiday (7 nights) £ s d	17 days holiday (14 nights) £ s d
27 2 0	35 13 6
28 19 0	39 0 0
31 13 6	44 12 6

## OPTIONAL EXTENSION TO BASLE

Basle, on the Rhine, has many interesting features, notably its old streets, its fine Cathedral with its terrace overlooking the Rhine, and the Middle Bridge, spanning the great river, famed in lore and legend. Cook's Office: 7, Centralbahnplatz, Basle.

Providing arrangements are made at time of booking, an extension of stay in Basle can be arranged on the homeward journey as follows —

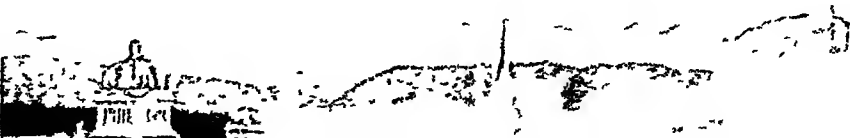
**HOTEL CONTINENTAL** (60 rooms)  
**HOTEL VICTORIA-NATIONAL** (90 rooms)  
**HOTEL DREI KONIGE** (90 rooms)

2 nights £ s d	3 nights £ s d
2 17 6	3 14 6
3 1 6	4 2 0
4 17 0	6 5 6

Optional Excursion Morning sightseeing drive round city, including guide, 6s 6d

**SINGLE ROOMS**—The above fares are based on rooms with two b ds or double bed, supplement for single rooms, 1s 6d each night

BERNE



# Bernese Oberland

## GRINDELWALD

### TOUR S II

Standing on the slopes overlooking Grindelwald in its lovely Alpine valley, you cannot imagine a picture of greater beauty, contentment and peace. The cluster of trim, white houses, the cows contentedly grazing in the flower-filled meadows of lush green, and the mighty bulk of the Wetterhorn standing guard over the peaceful scene. You will return from Grindelwald bronzed with long days in the sun spent on expeditions by mountain railway to Scheidegg and the Jungfrauoch, and to the strange crystal world that lies inside the Grindelwald glacier.

Cook's Hostess, resident at the Hotel Adler, will help you to enjoy your stay to the full, but you will want to come back to Grindelwald again.

**10 DAYS £25 18 6**      **17 DAYS £32 9 0**  
(7 NIGHTS)                      (14 NIGHTS)

## YOUR CHOICE OF HOTELS

The charges shown are inclusive, see page 5, according to hotel and situation of room.

	10 days holiday (7 nights)	17 days holiday (14 nights)	
<b>HOTEL OBERLAND.</b> Comfortable, well situated hotel-pension containing 15 rooms Lounge	£ 25 18 6	£ 32 9 0	Ar ma ing sio
<b>HOTEL ADLER</b> A good second- class hotel in open position, with 55 rooms, lounge, garden	27 2 0	34 17 6	
Better rooms	28 7 0	37 1 0	
Superior rooms	30 18 0	42 0 0	
<b>PARK HOTEL SCHONEGG</b> Superior second-class hotel with 70 rooms. Quietly situated. Magnificent views, lounge, drawing and smoking rooms, garden, tennis	27 0 0	34 15 6	
Better rooms	29 12 6	39 11 0	
Superior rooms	31 13 0	43 10 0	

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night.

**OPTIONAL SUPPLEMENTS** First class travel throughout £4 10 6  
Meals en route, itinerary, etc., see page 5

Reduction for Third class travel (see page 6)

£4 15 6



# KANDERSTEG

TOUR S-26

Those who love the great outdoors will find Kandersteg a holiday paradise, for nature has treated this mountain village with a lavish hand. In the broad Kander valley, amidst the mighty ranges of the Oberland, with Blumlisalp towering its 12,000 feet above, long sunny days of sheer joy can be spent rambling through the scented woods and flower-carpeted meadows, or climbing the slopes where Alpine rose and edelweiss bloom. The beauty of the famous Blue Lake must be seen, the Loetschental and Gemmi Pass visited, and the ascent made by mountain railway of the Niesen Mountain to see the tremendous landscape of the Oberland country from its summit.

The fisherman will find his heart's delight in the mountain streams where trout abound, whilst tennis courts, swimming pool and dances will help to make the days pass only too quickly in this perfect spot.

**10 DAYS £25 8 0**

(7 NIGHTS)

**17 DAYS £31 16 0**

(14 NIGHTS)

Booking Form page 63

## DEPARTURES

Every THURSDAY from May 6 to September 23

Every TUESDAY from May 11 to September 21

Every SUNDAY from May 16 to September 19

## YOUR CHOICE OF HOTELS

The charges shown are inclusive, see page 5

**VILLA MON REPOS**

**HOTEL SCHWEIZERHOF**

Better rooms

**HOTEL GRAND VICTORIA**

**HOTEL REGINA WALDRAND**

10 days' holiday (7 nights)			17 days' holiday (14 nights)		
£	s	d	£	s	d
25	8	0	31	16	0
26	7	0	33	15	0
27	15	0	36	7	6
27	13	0	35	3	6
27	13	0	36	2	0

*SINGLE ROOMS—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night*

## OPTIONAL SUPPLEMENTS.

First-class travel throughout ..

£ s d  
4 8 6

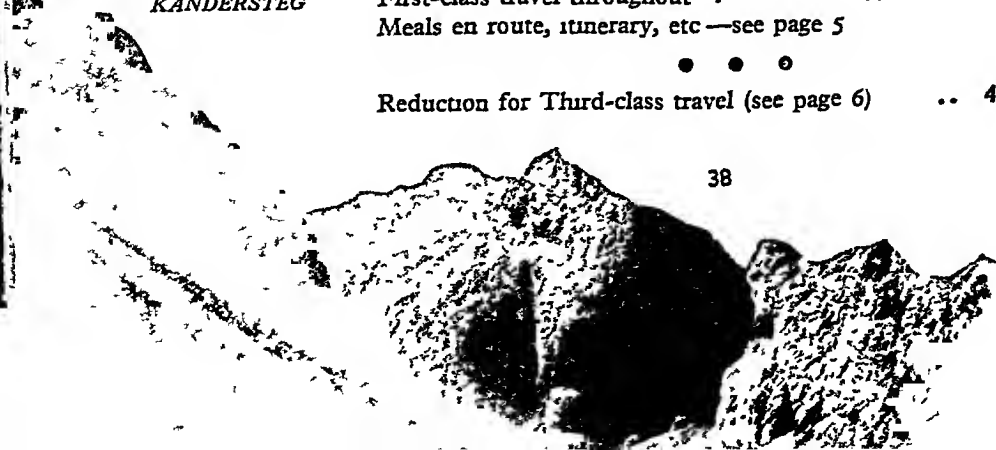
Meals en route, itinerary, etc—see page 5

• • •

Reduction for Third-class travel (see page 6) ..

4 15 6

KANDERSTEG



# Bernese Oberland

## WILDERSWIL

TOUR S 35

Long days of brilliant sunshine and bracing mountain air, magnificent panoramas of mountain, glacier and waterfalls, deep, wooded slopes, mirrored in the twin lakes of Thun and Brienz, medieval castles which could have been taken straight from a book of fairy tales, flower-studded meadows and shy edelweiss — Wilderswil offers peace and romance, relaxation and happiness to all who accept her hospitality. Standing at the foot of the Schynige Platte, with a funicular to its summit 6,464 feet above, the village is but a mile and a half from Interlaken with its life and gaiety to make a pleasant contrast.

**10 DAYS £25 5 0**

(7 NIGHTS)

**17 DAYS £31 13 0**

(14 NIGHTS)

Booking Form page 63

### You Stay at The HOTEL BAREN

Charges shewn are  
inclusive (see page 5)

This delightful hotel-pension, situated against a background of snow-capped heights, contains 40 rooms. The comfortable lounge, veranda and shady garden adds to its unaffected charm. Cook's Resident Hostess

Better rooms

10 days  
holiday  
(7 nights)  
£ s d

17 days  
holiday  
(14 nights)  
£ s d

25 5 0

25 18 0

31 13 0

32 12 6

First class  
out  
Meals

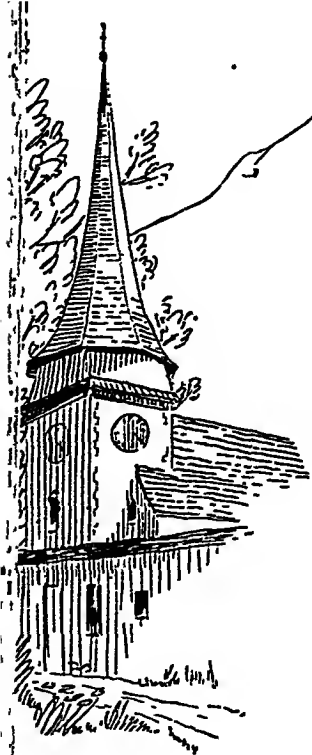
Reduction  
travel

**SINGLE ROOMS** — The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

### OPTIONAL EXCURSIONS

Arrangements can be made for those wishing to join the excursions from INTERLAKEN (page 18)





# More Lovely Resorts

## ADELBODEN

4,450 feet up among the sheltering mountains of the Bernese Oberland and bathed in glorious sunshine and pure air, Adelboden is both an ideal holiday resort and health centre.

## AROSA

in the Grisons, 5,500 feet above sea-level, is a favourite summer resort, with its many natural attractions, clean, fresh air, abundant sunshine and lovely mountain scenery

## GSTAAD

on the "Golden Pass" Route of the Montreux-Oberland Railway, is beautifully situated, 3,444 feet above sea-level, amidst delightful country. Glorious walks, excursions, tennis, swimming and fishing are among the many diversions awaiting you

## WENGEN

In the mild yet bracing climate of Wengen, amid the pine forests, you hardly realize that you are 4,185 feet in the mountains. Overlooking the lovely Lauterbrunnen Valley, Wengen offers you days of happiness outdoors and every amusement for the idle moments

## YOUR CHOICE OF HOTELS

The charges shown are INCLUSIVE, see page 5, according to hotel

### DEPARTURES

Every SUNDAY, from May 30 to September 26

Every TUESDAY, from June 1 to September 21

Every THURSDAY, from June 3 to September 23



### SINGLE ROOMS

The above fares are based on rooms with two beds or double bed, supplement for single room, 1s 6d each night.

### ADELBODEN. TOUR S 23

HOTEL ALPENROSE  
HOTEL NATIONAL  
HOTEL ADLER  
HOTEL NEVADA PALACE ..

10 days' holiday (7 nights)			17 days' holiday (14 nights)		
£	s.	d.	£	s.	d.
26	7	0	33	14	0
27	3	0	34	12	6
28	19	6	37	14	6
30	4	6	40	13	0

### AROSA. TOUR S 28

HOTEL TANNEKE  
HOTEL BELVEDERE  
HOTEL ALEXANDRA  
HOTEL POST AND SPORT  
HOTEL HOF MARAN  
HOTEL SEEHOF

26	1	0	32	7	0
27	7	0	34	17	0
27	14	6	35	10	0
28	18	0	36	18	0
29	1	6	38	0	6
29	10	0	38	4	0

### GSTAAD. TOUR S 34

HOTEL VICTORIA  
HOTEL BELLEVUE  
HOTEL ALPINA  
HOTEL ROYAL PALACE

26	17	6	34	10	0
29	8	0	38	14	6
29	14	6	39	8	6
31	8	6	42	11	0

### WENGEN. TOUR S 25

HOTELS BREITHORN or SCHWEIZERHOF  
HOTEL ALPENROSE  
HOTEL ALPENRUHE  
HOTEL VICTORIA  
HOTEL REGINA  
HOTEL PARK BEAU SITE  
HOTEL PALACE

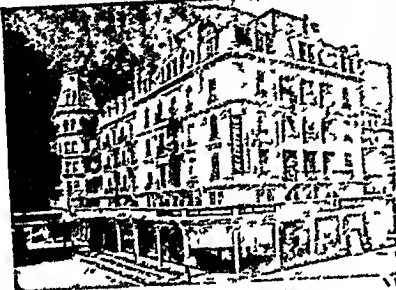
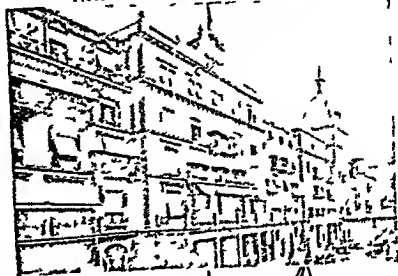
25	10	0	31	18	0
26	18	0	33	16	6
26	18	0	34	6	6
30	9	0	41	0	0
30	14	6	41	10	6
30	17	0	41	17	6
31	8	6	43	1	6

### OPTIONAL SUPPLEMENTS

First-class travel throughout  
Meals en route itinerary, etc., see page 5  
Reduction for Third class travel, see page 6 .. ..

Tour S 23	Tour S 28	Tour S 34	Tour S 25
£ s d	£ s d	£ s d	£ s d
4 8 0	4 9 0	4 8 6	4 10 6
4 14 6	4 18 6	4 18 0	4 15 6

Hotel Victoria-Jungfrau, Interlaken



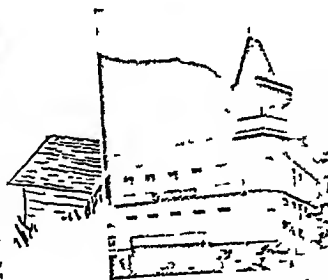
Hotel Metropole, Interlaken



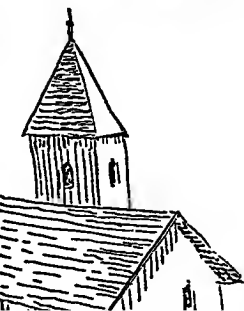
Hotel du Parc, Garmisch



Hotel Bären Wilderswil.



Hotel Steinbock Lauterbach





# Bernese Oberland

## MEIRINGEN

TOUR 5.30

This is a very special holiday opportunity, for the fares shown include not only travel and hotel accommodation, but also a series of interesting excursions by motor-coach, mountain railway and lake steamer to the loveliest spots of the Oberland country

Meiringen is a peaceful Alpine village nestling in the bold panorama of the Hasli valley, on whose mountain sides herds of chamois roam amidst the marching ranks of tall pines. To catch a glimpse of these gentle creatures in their natural setting is well worth a little time and patience

### DEPARTURES

Every THURSDAY from May 27 to September 23  
Every TUESDAY from June 1 to September 21  
Every SUNDAY from May 30 to September 26

**10 DAYS £27 5 6**  
(7 NIGHTS)

**17 DAYS £34 17 0**  
(14 NIGHTS)

WITH ALL EXCURSIONS INCLUDED

Booking Form page 63

### OPTIONAL SUPPLEMENTS

First-class travel through-cut £ s d 4 1 0

Meals en route, itinerary, etc., see page 5.

o o o

Reduction for Third-class travel (see page 6) 4 13 0

### YOUR CHOICE OF HOTELS

The charges shown are inclusive (see page 5), according to hotel

	10 days' holiday (7 nights)	17 days holiday (14 nights)
<b>HOTEL FLORA</b> (30 rooms) or <b>HOTEL HIRSCHEN</b> (25 rooms)	27 5 6	34 17 0
<b>HOTEL BEAR</b> (40 rooms) or <b>HOTEL BRUNIG</b> (25 rooms)	27 16 0	35 16 6

*SINGLE ROOMS*—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

### INCLUDING THE FOLLOWING EXCURSIONS

For those staying seven nights excursions are arranged to the Gorge of Aare, Rosenlau and the Gorge, the summit of the Brienz Rothorn, the Sustenpass, the Brunig Pass and Reuti, and steamer on Lake Brienz to Interlaken. If staying fourteen nights the following additional excursions are included—visit to the excavations of the eleventh-century church of Meiringen, the Rhone Glacier and Grimsel Pass, and the Reichenbach Falls.

LAKE OF BRIENZ

# where Chamois

## ROSENLAUI

### TOUR S 27

Around Rosenlaui are some of the finest walks to be found anywhere in Switzerland. This unspoiled little village, in the heart of the Oberland, is an ideal summer holiday resort, for it is tucked away in a sheltered and sunny fold of the Alps surrounded by the most beautiful and friendly mountain scenery. Serried ranks of tall pines and firs grace the lower slopes, whilst the shadow and sunshine of the gleaming summits as they cut sharply into a blue summer sky make a picture you will long remember.

A truly lovely spot in which to spend a quiet outdoor holiday, enjoying to the full the warm sun and refreshing mountain air.

**10 DAYS £26 0 0      17 DAYS £33 4 0**

(7 NIGHTS)

(14 NIGHTS)

Booking Form page 63

### You Stay At The HOTEL KURHAUS-ROSENLAUI

Comfortable mountain hotel with 75 rooms. Situated at the foot of the Engelhorner, amid the Alps, glacier canyon and Rosenlaui canyon.

Better rooms

Inclusive charges (See page 5)

10 days holiday (7 nights)	17 days holiday (14 nights)
£ s d	£ s d
26 0 0	33 4 0
27 1 0	35 4 0

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single room, 1s 6d each night.

**OPTIONAL SUPPLEMENTS**—First-class travel throughout, £4 1 0. Meals en route, itinerary, etc., see page 5.

Reduction for Third-class travel (see page 6), £4 13 0.



# BERNESE OBERLAND

## LAUTERBRUNNEN

TOUR S 36

This is a lovely spot in a land of waterfalls, where the peace of the long sunny days is broken only by the music of the sparkling cascades. The glistening silver streak of the Staubbach as it leaps over 900 feet down the mountainside, has not only been an inspiration to the poets but a source of wonder and fascination to every visitor.

The lovely walks along the mountain paths are a sheer delight, and a visit must be paid to the Falls of Trummelbach, which foam in a chasm below the mighty Jungfrau and provide one of the most amazing spectacles in a land of wonder.

Long after your holiday is over, the spell of Lauterbrunnen will remain with you, calling you back again to its charm and beauty.

### DEPARTURES

Every THURSDAY from May 6 to October 7

Every TUESDAY from May 11 to September 28

Every SUNDAY from May 16 to September 26

**10 DAYS £25 13 6**      **17 DAYS £32 8 0**  
(7 NIGHTS)                      (14 NIGHTS)

Booking Form page 63

### OPTIONAL SUPPLEMENTS

First-class travel through-  
out                      £ s d  
                                 4 9 6

Meals en route, itinerary, etc.,  
see page 5



Reduction for Third-class  
travel (see page 6)      4 15 0

### LAUTERBRUNNEN

## You Stay at The HOTEL STEINBOCK

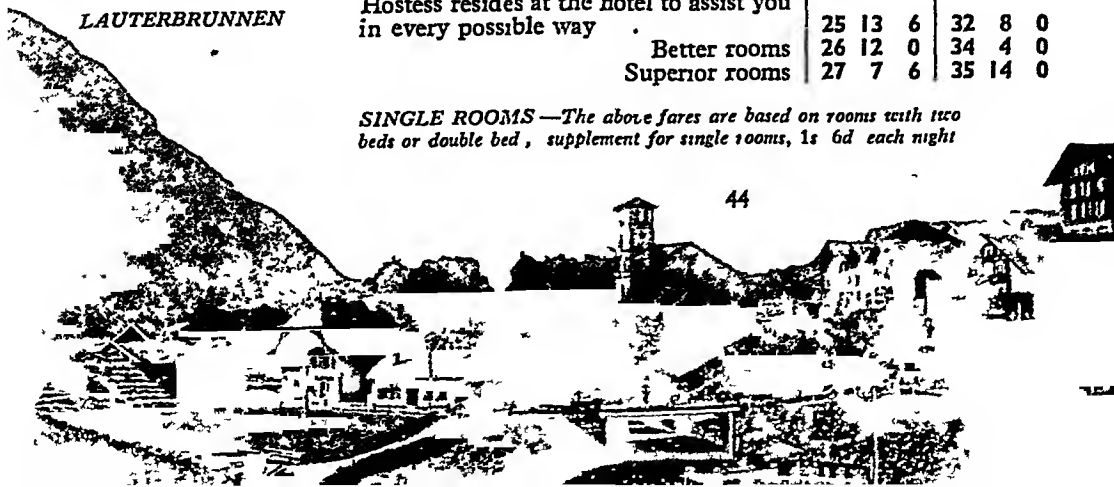
with its 50 comfortable rooms. This is a good second-class hotel most pleasantly situated to command fine views of the countryside. It has a cosy lounge, drawing room and smoking rooms and lovely gardens and terraces. Cook's Hostess resides at the hotel to assist you in every possible way.

Better rooms  
Superior rooms

Inclusive charges  
(see page 5)

10 days' holiday (7 nights)	17 days' holiday (14 nights)
£ s d	£ s d
25 13 6	32 8 0
26 12 0	34 4 0
27 7 6	35 14 0

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night.



# ZERMAIT

For the mountain enthusiast there is one name which spells romance and adventure—The Matterhorn To holiday at Zermatt is to live in the constant splendour of the Matterhorn's white majesty, for its 14,780 feet of rugged grandeur tower over this lovely Alpine resort

Zermatt lies in a vast amphitheatre, a natural suntrap, surrounded by Switzerland's mightiest peaks. The Riffelalp and Gornergrat, whose summits are reached by mountain railway, command the most magnificent views.

This is a paradise for the keen walker and climber, but there is also plenty to occupy the not-so-energetic. Mountain railway trips, plenty of tennis, concerts and dancing, and abundance of sunshine and a clear refreshing atmosphere—and always the spell of the Matterhorn!

**10 DAYS £28 7 0**      **17 DAYS £36 1 6**  
(7 NIGHTS)                      (14 NIGHTS)

**Booking Form page 63**

## YOUR CHOICE OF HOTELS

**Charges shown are inclusive, see page 5,  
according to hotel**

	10 days holiday (7 nights)			17 days' holiday (14 nights)		
	£	s	d	£	s	d
HOTEL BELLEVUE	28	7	0	36	1	6
HOTEL NATIONAL	29	1	0	37	5	0
HOTEL SCHWEIZERHOF	29	4	0	37	15	0
HOTEL SEILER'S MONTE ROSA	29	15	0	38	10	0
HOTEL RIFFELBERG (above Zermatt)	30	7	0	39	17	6
HOTEL SEILER'S VICTORIA	30	10	0	40	2	6
HOTEL ZERMATTERHOF	31	1	6	40	4	0
HOTEL SEILER'S MONT CERVIN	31	5	0	41	7	6
HOTEL SEILER'S RIFFELALP (above Zermatt)	32	12	0	43	17	6

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

**OPTIONAL SUPPLEMENTS**—First-class travel throughout, £5 1 0  
Meals en route itinerary, etc., see page 5  
Reduction for Third-class travel (see page 6), £5 7 0



# THE GRISONS- FLIMS-WALDHAUS

TOUR S 19

In a fairyland setting by the blue waters of the Lake of Cauma, hidden in a forest of tall pines and firs, the old-world town of Flims is far from the "show" places of Switzerland. Yet to the fortunate visitor who discovers its secluded loveliness it reveals such an enchantment of peacefulness and beauty that it will never be forgotten.

The lake is fed by warm springs which raise the temperature most pleasantly, and to bathe in its incredibly blue waters, laze on its sunny shores, or while away the hours in a boat, is to find perfect relaxation of mind and body.

In the midst of all this beauty of forest, mountain and lake, will be found all the holiday activities desired to fill every hour of the sunny days with interest and pleasure, at the same time enjoying that wonderful holiday feeling of being "by the world forgot."

## DEPARTURES

Every THURSDAY from May 27  
to September 16  
Every TUESDAY from June 1  
to September 14  
Every SUNDAY from May 30  
to September 19

**10 DAYS £26 19 0**

(7 NIGHTS)

**17 DAYS £34 4 0**

(14 NIGHTS)

Booking Form page 63

## YOUR CHOICE OF HOTELS

The charges shown are inclusive (see page 5),  
according to hotel and situation of room

	10 days' holiday (7 nights) £ s d	17 days' holiday (14 nights) £ s d
HOTEL BELLAVISTA	26 19 0	34 4 0
HOTEL SEGNES AND POST or HOTEL WALTHER AND DES ALPES or		
HOTEL SCHWEIZERHOF	27 15 0	36 12 0
PARK HOTEL WALDHAUS	29 15 0	40 6 0
Better rooms	31 16 0	44 5 0
HOTEL GRAND SURSELVA	31 8 0	42 13 6

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double beds, supplement for single rooms, 1s 6d each night

**OPTIONAL SUPPLEMENTS**—First-class travel throughout, £4 5 0  
Meals en route, itinerary, etc., see page 5

Reduction for Third-class travel (see page 6)

£4 16 0

LAKE CAUMA,  
FLIMS

# land of lovely byways

## KLOSTERS

TOUR S 29

Klosters is a happy blending of the seclusion of the Grisons country with the gayness of the town, for in its exhilarating sunshine and crisp clear air you can wander idly along the leafy byways of this enchanting region, or enjoy the pleasures of a fine bathing beach, concerts, theatres, cinemas or dances, just as the fancy moves you

To many, Klosters means regained health and energy, for undoubtedly there is something in the clear mountain air and the translucent waters of the lake which revitalises even the most jaded spirit, but above all Klosters is a pleasure resort, and in its lovely setting 'twixt lake and mountains it offers everything the most exacting visitor could desire

**10 DAYS £29 9 6      17 DAYS £39 13 0**

(7 NIGHTS)

(14 NIGHTS)

*Booking Form page 63*

## YOUR CHOICE OF HOTELS

The charges shown are inclusive (see page 5)

	10 days holiday (7 nights)			17 days holiday (14 nights)		
	£	s	d	£	s	d
<b>GRAND HOTEL VEREINA or HOTEL SILVRETTA and KUR- HAUS</b>	29	9	6	39	13	0

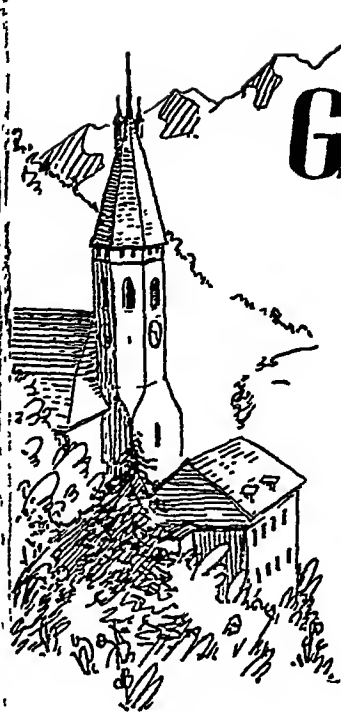
**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

**OPTIONAL SUPPLEMENTS**—First-class travel throughout £4 8 6  
Meals en route, itinerary, etc, see page 5



**Reduction for Third-class travel (see page 6)** £4 18 6





# Glorious Holidays- CHAMPERY

Off the beaten track of the show places, Champéry, nestling at the foot of the majestic ranges of the Dents du Midi, has a special charm of its own, for here you can explore this lovely land to your heart's content and enjoy the solitary grandeur of the Alps. Nevertheless, there is also a fine bathing pool and plenty of tennis to complete your pleasure.

**10 DAYS £27 16 0    17 DAYS £34 17 0**  
(7 NIGHTS) (14 NIGHTS)

## VILLARS

The lovely little Alpine town of Villars will appeal to those who want to avoid the usual throngs, yet desire a certain degree of amusement.

Perched on an extensive plateau overlooking the Rhone valley and in the shadow of mighty Mont Blanc, all around are pine-clad mountains and incomparable scenery. Yet Villars has excellent hotels, a fine swimming pool, a golf course and tennis courts in plenty.

**10 DAYS £27 2 0    17 DAYS £34 15 6**  
(7 NIGHTS) (14 NIGHTS)

## ST. CERGUE

A peaceful holiday resort nestling on the edge of the vine-growing slopes, where the glorious vistas of mountain peaks and placid lake merge with a fairyland of flowers and pines to lure you out into the sunshine and clear breezes. An endless variety of lovely walks and easy climbs make St. Cergue the ideal spot for an invigorating holiday.

**10 DAYS £26 7 0    17 DAYS £33 1 6**  
(7 NIGHTS) (14 NIGHTS)

### DEPARTURES

Every THURSDAY from May 13  
to October 7  
Every TUESDAY from May 18  
to September 28  
Every SUNDAY from May 16  
to September 26

BOOKING FORM  
ON PAGE 63

THE GLORY OF  
THE MOUNTAINS

# -mid Alpine grand

## YOUR CHOICE OF HOTELS

The charges shown are **INCLUSIVE**,  
see page 5, according to hotel

	10 days holiday (7 nights)			17 days' holiday (14 nights)		
	£	s	d	£	s	d
<b>CHAMPERY TOUR S 31</b>						
<b>HOTEL CHAMPERY</b>	27	16	0	34	17	0
Every comfort and service in this delightful mountain resort, 3,150 feet above sea- level						
<b>VILLARS TOUR S 32</b>						
<b>HOTEL BELVEDERE</b>	27	2	0	34	15	6
<b>HOTEL BELLEVUE</b>	28	7	6	37	15	0
<b>HOTEL DU PARC</b>	29	19	6	40	3	0
<b>HOTEL VILLARS PALACE</b>	30	7	0	41	0	0
<b>ST. CERGUE TOUR S 33</b>						
<b>HOTEL AUBERSON</b>	26	7	0	33	1	6
<b>HOTEL OBSERVATOIRE</b>	28	9	0	37	1	6

**SINGLE ROOMS** —The above fares are based on rooms with two beds  
or double bed, supplement for single room, 1s 6d each night

OPTIONAL SUPPLEMENTS	Tour S 31			Tour S 32			Tour S 33		
	£	s	d	£	s	d	£	s	d
First-class travel throughout	4	7	6	4	8	0	4	1	6
Meals en route, itinerary, etc., see p 5									
Reduction for Third-class travel (see page 6)	5	2	6	4	18	0	4	19	6



# IDEAL ESCORTED TOUR TO SWITZERLAND

A fifteen day tour which has been specially arranged to include much of the varied scenery of Switzerland and to visit the most interesting places, yet allow ample time for relaxation and enjoyment. The hotels are first class and the services of a competent Courier and linguist throughout the tour will ensure that you derive the utmost pleasure during your visit to this glorious holiday land.

Amongst the places visited are Paris, Lucerne, Fluelen, Pilatus, Lugano, Monte San Salvatore, Montreux, Geneva, Interlaken, Wengen Alp, Little Scheidegg and Grindelwald.

The parties are strictly limited in numbers and to avoid disappointment it is certainly wise to book early.

**15 DAYS - - - - - 55 Gns.**

*Supplement for Single Room - - - - - 1 Guinea*

**including**

Travel tickets, first class on cross-Channel steamers and second-class rail; meals *en route*; full board accommodation (14 nights), including gratuities and taxes, at first-class hotels, conveyance of passenger and hand baggage (where necessary) between stations and hotels, gratuities to railway servants, sightseeing excursions as detailed in the itinerary, and the services of a Courier throughout.

**Membership Limited • Early Booking Advisable**

## DEPARTURES

Every SATURDAY from May 8 to September 18

Every TUESDAY from May 11 to September 21

**NO NIGHT TRAVEL  
SHORT SEA ROUTE**

## ITINERARY

- 1st Day—Leave London by morning service via the short sea route for PARIS
- 2nd Day.—Day train to LUCERNE
- 3rd Day. { In LUCERNE, with excursions on the third day by steamer on Lake of Lucerne to Fluelen, returning
- 4th Day { by rail, and on the fourth day by steamer and rail to the summit of Pilatus (6,998 ft.)
- 5th Day—Leave Lucerne by rail via the St Gotthard route for LUGANO.
- 6th Day { In LUGANO On the sixth day an excursion will be made by mountain railway to Monte San
- 7th Day { Salvatore
- 8th Day—Leave Lugano, via Locarno, and the picturesque Centovalli and Simplon routes for MONTREUX
- 9th Day. { In MONTREUX. On the tenth day visit Geneva
- 10th Day. { by steamer. A sightseeing drive by motor-coach will be provided. Return by rail
- 11th Day—By the beautiful Bernese-Oberland route to INTER-LAKEN.
- 12th Day { In INTERLAKEN, with a visit on the twelfth day by mountain railway over the Wengen Alp to Little
- 13th Day { Scheidegg, returning via Grindelwald
- 14th Day—Day train to PARIS
- 15th Day—Return via the short sea route to London, arriving Victoria in the evening

SPRING IN THE  
MOUNTAINS

# MONTREUX

## VIA NEWHAVEN & DIEPPE

### TOUR S 4

This holiday at Montreux is additional to that shown on page 22, and has been arranged to provide alternative departure dates. By making use of the Newhaven-Dieppe route it has also been possible to reduce the inclusive fares and to offer a holiday in this beautiful and famous city, staying at good hotels, at a very low price, a great advantage in these days

**10 DAYS £23 18 0**

(7 NIGHTS)

**17 DAYS £30 0 6**

(14 NIGHTS)

## YOUR CHOICE OF HOTELS

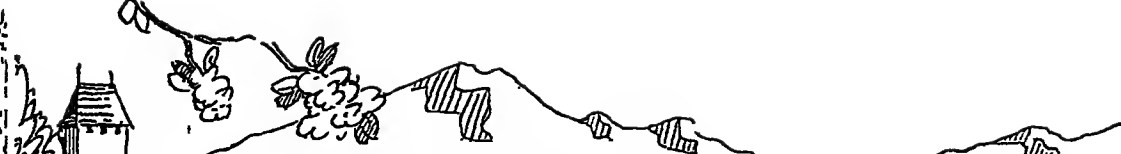
The charges shown are inclusive (see page 5) according to hotel and situation of room

		10 days holiday (7 nights)			17 days holiday (14 nights)		
		£	s	d	£	s	d
<b>HOTEL CHATELARD.</b>	Resident Hostess	23	18	0	30	0	6
	Better rooms	24	8	6	31	2	6
<b>HOTEL DE LONDRES</b>		24	14	0	30	16	6
	Better rooms	25	15	0	33	2	0
<b>HOTEL TERMINUS</b>		25	0	0	32	12	0
	Better rooms	25	10	6	33	6	6
<b>HOTELS PARC ET LAC</b>	or						
<b>SPLENDIDE</b>		25	16	6	33	15	0
	Better rooms	26	6	6	34	15	0
<b>HOTEL NATIONAL.</b>	Resident Hostess	25	18	6	33	17	6
	Better rooms	26	11	0	35	2	6
	Front rooms	27	6	6	36	12	0
<b>HOTEL BEAU RIVAGE</b>		26	8	6	34	14	0
	Better rooms	26	19	0	35	14	0
	Front rooms	27	17	0	37	2	6
<b>HOTEL BRISTOL</b>		28	9	6	36	14	6
	Better rooms	28	19	6	37	14	6
<b>HOTEL SUISSE</b>		28	7	0	38	11	6
	Front rooms	30	9	0	42	11	0
	Superior rooms	32	9	6	46	10	0
<b>HOTEL MONTREUX PALACE</b>		28	10	0	38	14	6
	Better rooms	31	1	6	43	12	6
	Superior rooms	33	2	6	47	12	6
<b>HOTEL EDEN</b>		29	2	6	39	16	6
	Better rooms	30	13	6	42	16	0
<b>HOTEL BELMONT</b>		29	12	6	39	17	6
	Better rooms	31	14	0	44	15	6

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

**OPTIONAL SUPPLEMENT**—First class travel throughout, £3 0 0  
Meals en route, itinerary, etc., see page 5

Reduction for Third class travel see page 6, £4 16 0



# SWISS HOLIDAYS.

These are a series of additional holidays, specially arranged to provide alternative days of departure to those shown earlier in this programme. The crossing to the Continent by the Newhaven-Dieppe route also enables us to offer them at an attractive reduction in the inclusive charge.

## INCLUSIVE CHARGES

### TOUR S 31 CHAMPERY

HOTEL CHAMPERY

10 days' holiday  
(7 nights)  
£ s d

17 days' holiday  
(14 nights)  
£ s d

26 8 0

33 9 0

## DEPARTURES

Every FRIDAY from July 2 to August 27

## OPTIONAL SUPPLEMENTS

See page 53

### TOUR S 39 GENEVA

HOTEL VICTORIA

HOTEL ANGLETERRE

HOTEL RICHMOND

HOTEL DES BERGUES

26 8 6

34 11 0

27 10 0

36 9 6

28 16 0

39 4 6

29 19 6

41 4 6

### TOUR S 6 LAUSANNE

HOTEL DU PARC

HOTEL MIRABEAU

HOTEL VICTORIA

HOTEL ROYAL and SAVOY

HOTELS BEAU RIVAGE and

LAUSANNE PALACE

24 10 6

31 13 6

26 7 6

35 1 6

26 9 6

35 2 0

28 4 0

38 5 0

29 5 6

40 14 6

"AWAY FROM THE  
WORK-A-DAY- WORLD!"

### TOUR S 33 ST. CERGUE

HOTEL AUBERSON

HOTEL OBSERVATOIRE

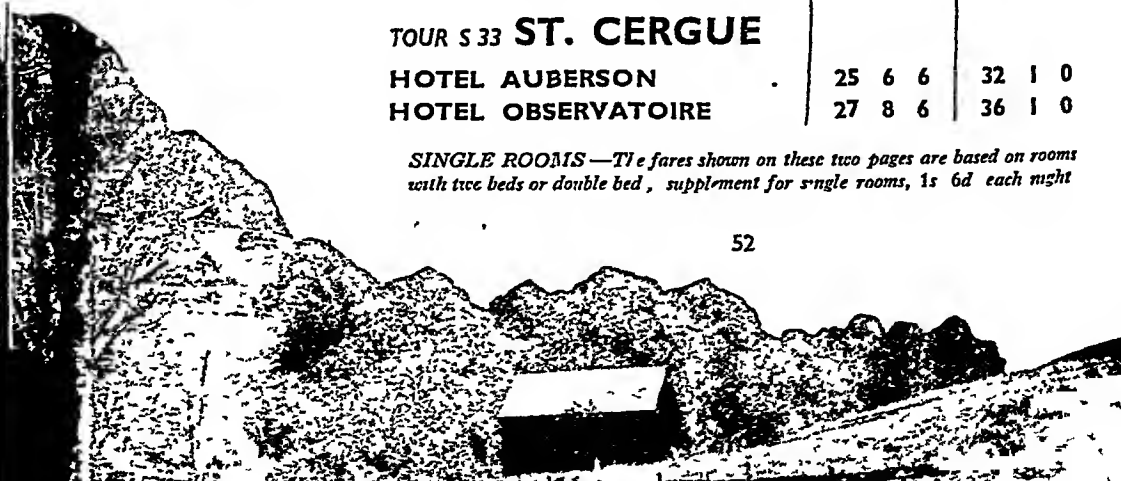
25 6 6

32 1 0

27 8 6

36 1 0

**SINGLE ROOMS**—The fares shown on these two pages are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night



# -via NEWHAVEN & DIEPPE

## TOUR S7 VEVEY

HOTEL DU LAC

HOTELS GRAND DE VEVEY or  
TROIS COURONNES

## TOUR S32 VILLARS

HOTEL BELVEDERE

HOTEL BELLEVUE

HOTEL DU PARC

HOTEL VILLARS PALACE

## TOUR S10 ZERMATT

HOTEL BELLEVUE

HOTEL NATIONAL

HOTEL SCHWEIZERHOF

HOTEL SEILER'S MONTE ROSA

HOTEL RIFFELBERG (above Zermatt)

HOTEL SEILER'S VICTORIA

HOTEL ZERMATTERHOF

HOTEL SEILER'S MONT CERVIN

HOTEL SEILER'S RIFFELALP (above  
Zermatt)

10 days hol day (7 nights)	17 days' holiday (14 nights)
£ s d	£ s d
26 8 6	34 12 0

29 7 0 39 18 0

25 14 6 33 8 0

27 0 0 36 7 6

28 12 0 35 15 6

28 19 6 39 12 6

27 8 0 35 2 6

28 2 0 36 6 0

28 5 0 36 15 0

28 16 0 37 11 0

29 8 0 38 18 6

29 11 0 39 3 6

30 2 6 39 5 0

30 6 0 40 8 6

31 13 0 42 18 6

## DEPARTURES

See page 52

o o o

The charges shown on these  
pages are inclusive of  
travel and accommoda-  
tion, according to hotel  
See page 5

## OPTIONAL SUPPLEMENTS

	Tour S 31	Tour S 32	Tour S 33	Tour S 34	Tour S 35	Tour S 36	Tour S 37
	£ s d	£ s d	£ s d	£ s d	£ s d	£ s d	£ s d
First-class travel through- out	3 6 6	3 1 0	2 19 6	3 1 0	3 0 0	2 15 6	3 17 6
Reduction for Third-class travel	4 16 6	4 19 6	4 15 0	4 17 0	4 16 0	4 16 6	5 13 6

sales en route, itinerary, etc., see page 5



# BY AIR TO-

## GENEVA · LAUSANNE · MONTREUX

TOUR S 54

Air travel by the British European Airways, Swissair or Air France, means you can be in Switzerland a few hours after leaving London, ready to start enjoying your holiday. Charges shown below include airways tickets from London to Geneva and back, second-class rail tickets in Switzerland, full board at hotel including gratuities and taxes and conveyance of yourself and hand baggage between Geneva airport and the station or hotel.

There are Cook's Offices at Geneva, Lausanne and Montreux, and a Cook's resident representative at Montreux.

DEPARTURES DAILY

**8 DAYS £38 5 6      15 DAYS £44 8 0**

Booking Form page 63

**BY AIR  
DIRECT**

from

**GLASGOW  
MANCHESTER  
DUBLIN**

Travel by the Air France direct service to Geneva can be arranged at the following extra charges

	£	s	d
From Glasgow	14	8	0
From Manchester	7	13	0
From Dublin	10	16	0

## YOUR CHOICE OF HOTELS

All charges shown below are inclusive (see above), according to hotel and room

### GENEVA

	8 days' holiday (7 nights)			15 days' holiday (14 nights)		
	£	s	d	£	s	d
HOTEL VICTORIA	40	10	6	48	13	0
HOTEL ANGLETERRE	41	12	0	50	11	6
HOTEL RICHMOND	42	18	0	53	6	6
HOTEL DES BERGUES	44	1	6	55	8	6

### LAUSANNE

HOTEL DU PARC	38	18	0	46	1	0
HOTEL MIRABEAU	40	15	0	49	9	0
HOTEL ROYAL and SAVOY	42	11	6	52	12	6
HOTEL LAUSANNE PALACE	43	13	0	55	2	0

### MONTREUX

HOTEL CHATELARD	38	5	6	44	8	0
HOTEL NATIONAL (Resident Hostess)	40	6	0	48	5	0
With front rooms	41	14	0	50	19	6
HOTEL BRISTOL	42	16	6	51	2	0
HOTEL MONTREUX PALACE	45	9	0	58	0	0

For notes on resorts and hotels, see pages 22, 24, 30

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

# SWITZERLAND

INTERLAKEN • LUCERNE • LUGANO • ZURICH

TOUR S 55

Charges shown below include travel by British European Airways, Swissair, or Air France London to Zurich and back, second-class rail in Switzerland, full board at hotel, including gratuities and taxes, conveyance from Zurich airport to station or hotel, and the services of Cook's representatives at Lugano, Lucerne and Interlaken

DEPARTURES DAILY

8 DAYS £39 7 6 15 DAYS £47 8 6

Booking Form page 63

## YOUR CHOICE OF HOTELS

All charges shown are inclusive (see above), according to hotel

### INTERLAKEN

HOTEL BERNERHOF  
HOTEL DU LAC  
HOTEL ROYAL ST. GEORGES  
HOTEL VICTORIA JUNGFRAU

### LUCERNE

HOTEL DREI KONIGE  
GRAND HOTEL EUROPE  
HOTEL ST. GOTTHARD  
HOTELS SCHWEIZERHOF or  
NATIONAL

### LUGANO

HOTEL PRIMROSE  
HOTEL MEISTER  
HOTEL BRISTOL  
HOTEL MAJESTIC

### ZURICH

HOTEL LIMMATHOF  
HOTEL CARLTON ELITE  
HOTELS EDEN AU LAC or  
SAVOY  
HOTEL BAUR AU LAC

8 days holiday (7 nights)			15 days' holiday (14 nights)		
£	s	d	£	s	d
43	0	0	50	16	6
43	19	6	52	4	6
44	6	6	53	4	6
46	2	0	56	9	0
41	6	6	48	7	6
42	4	0	50	1	6
43	13	0	52	18	6
44	19	6	55	4	0
42	8	6	49	5	0
43	11	6	51	18	6
44	2	6	52	9	6
46	17	0	57	12	6
39	7	6	47	8	6
41	15	0	52	3	0
42	16	6	54	4	0
45	10	6	59	14	6

SINGLE ROOMS—The above fares are for rooms with double bed or two beds Supplement for single rooms, 1s 6d each night



BY AIR  
DIRECT  
from

GLASGOW  
MANCHESTER  
DUBLIN

Travel by the Air France direct service to Zurich can be arranged at the following extra charges

	£	s	d
From Glasgow	12	12	6
From Manchester	7	13	6
From Dublin	11	1	6

For rates on re-ports and hotels see pages 8, 12, 18



# TWO HOLIDAYS IN ONE

Here is a good idea in holidays which will enable you to enjoy two complete changes of scene during your visit to Switzerland. Each tour has been specially arranged to combine famous resorts, with the same degree of comfort and service at the hotels and providing a splendid opportunity to widen the scope of your holiday.

## 17 DAYS' HOLIDAY from £31 16 6

Booking Form page 63

### TOUR S 40

#### LUCERNE & LUGANO

		£	s	d.
Hotel Rothaus .	Hotel Pension Regina	32	14	6
Hotel Drei Konige .	Hotel Primrose au Lac	33	14	0
Grand Hotel Europe	Hotel Meister .	35	13	6
Grand Hotel Europe	Hotel Beau Rivage	37	10	6
Hotel Montana .	Hotel Bristol	38	2	0
Hotel National	Hotel Villa Castagnola	38	17	0
Hotel Schweizerhof	Hotel Majestic	41	6	0
Front rooms .	Front rooms . .	45	10	1
Hotel Palace .	Hotel Park . . .	41	18	1
Front rooms .	Front rooms .	46	6	1

### TOUR S 41

#### LUCERNE & INTERLAKEN

		£	s	d.
Hotel Rebstock	Hotel Rugenpark	31	16	
Hotel Drei Konige	Hotel Europe .	33	11	
Grand Hotel Europe	Hotel Royal St. Georges	35	16	
Better rooms	Front rooms	38	19	
Hotel Schweizerhof .	Hotel Victoria Jungfrau	39	19	

### TOUR S 42

#### LUCERNE & MONTREUX

		£	s	d.
Hotel Rothaus	Hotel Chatelard	32	14	
Grand Hotel Europe	Hotel National . .	35	19	
Better rooms	Better rooms .	37	6	
Hotel Palace . . .	Hotel Montreux Palace	40	17	
Front rooms	Front rooms	45	7	

**SINGLE ROOMS**—The above fares are based on rooms with two beds or double bed, supplement for single rooms, 1s 6d each night

#### OPTIONAL SUPPLEMENTS

	Tour S 40	Tour S 41	Tour S 42
First-class travel throughout	£ 4 12 6	£ 4 5 6	£ 4 17
Meals en route, itinerary, etc., see page 5			
Reduction for Third-class travel (see p 6)	5 0 0	4 15 0	5 2

# -complete change of Scene!

Here are further suggestions for "Two in one" of which has been carefully arranged to enable you to see as much as possible of the beautiful change of scene. All charges shown are inclusive (see p. 5) of night bus and situation of room

## DEPARTURES

Every THURSDAY from MAY 6 to OCTOBER 7

Every TUESDAY from MAY 11 to SEPTEMBER 25

Every SUNDAY from MAY 16 to SEPTEMBER 26

### TOUR S 46

## LUGANO & INTERLAKEN

Hotel Pension Regina	Hotel Rugenpark	33	2	0
Hotel Primrose au Lac	Hotel Europa	35	0	0
Hotel Meister	Hotel Krebs	36	13	0
Better rooms	Better rooms	36	3	0
Hotel Beau Rivage	Hotel Royal St. Germain	4	10	0
Better rooms	Better rooms	4	1	0
Hotel Bristol	Hotel Beau Rivage	7	8	0
Hotel Park	Hotel Victoria	7	8	0

### TOUR S 47

## LUGANO & MONTREUX

Hotel Pension Regina	Hotel Chateau	3	4	0
Hotel Meister	Hotel Parc	3	4	0
Hotel Beau Rivage	Hotel National	4	10	0
Hotel Bristol	Hotel Eden	7	8	0
Hotel Park	Hotel Montreux	7	8	0

### TOUR S 48

## INTERLAKEN & MONTREUX

Hotel Rugenpark	Hotel Chateau	6	13	0
Hotel Interlaken	Hotel Splend	7	8	0
Hotel Krebs	Hotel National	4	10	0
Hotel du Lac	Hotel Suisse	7	8	0
Hotel Victoria Jungfrau	Hotel Montreux	7	8	0

SINGLE ROOMS — The above prices are for single beds or double bed, supplement 100

### OPTIONAL SUPPLEMENTS

First-class travel throughout	4	17	0
Meals en route, itinerary etc. see p. 7	5	4	0
Reduction for Third-class travel (see p. 6)	5	4	0

# OTHER DELIGHTFUL HOLIDAY-

These two pages are merely suggestions, and if your desire is for a holiday in the serene depths of the countryside, a visit to any Cook's Office will enable you to find the very spot. Or write and tell us your requirements, for we shall be able to find just what you want.

**DEPARTURES** via Short Sea Route or Dover-Ostend.

Every THURSDAY from MAY 13 to SEPTEMBER 23

Every TUESDAY from MAY 18 to SEPTEMBER 21

Every SUNDAY from MAY 16 to SEPTEMBER 26

Resort			Second-class travel and accommodation for		Resort			Second-class Travel and accommodation for	
Hotel	Grade	Hotel			Grade				
Pension	P				Pension	P			
Ordinary 2nd class	Hotel O2				Ordinary 2nd class	Hotel O2			
Superior 2nd class	" S1				Superior 2nd class	" S2			
Ordinary 1st class	" O1				Ordinary 1st class	" O1			
Superior 1st class	" S1				Superior 1st class	" S1			
De Luxe Hotel	" LX				De Luxe Hotel	" LX			
			7 nights	14 nights				7 nights	14 nights
			From £ s d	From £ s d				From £ s d	From £ s d
<b>ANDERMATT (4,765 ft.)</b>					<b>DAVOS † (5,165 ft.)</b>				
Alpenhof	} O2		26 19 6	34 17 6	Eden (Platz)	O2	27 18 0	35 19 0	
Krone					Morosan's Post	S2	29 12 0	39 1 6	
Lowen					Schweizerhof	O1	30 13 0	41 1 6	
St Gotthard									
<b>ASCONA †</b>					<b>FINHAUT (4,060 ft.)</b>				
Monte Verita	O1		29 8 0	38 13 0	Bel Oiseau	} O2	26 16 6	33 14 0	
					Finhaut				
<b>BRIENZ †</b>					<b>FIONNAY (4,790 ft.)</b>				
Croix Blanche	O2		25 9 6	32 4 6	Carron	O2	27 2 6	34 0 0	
<b>CELERINA (5,656 ft.)</b>					<b>GLION (2,270 ft.)</b>				
Cresta Kulm	} O1		30 13 6	39 18 0	Glion	P	26 13 6	33 11 0	
Cresta Palace					Bellevue and Belvedere	S2	27 18 0	36 3 6	
<b>CHAMPEX (4,830 ft.)</b>					Grand and Right Victoria	} O1	28 18 6	38 4 0	
des Alpes	} S2		27 8 6	35 0 0					
Grand Crettex									
<b>CHATEAU D'OEX</b>					<b>LENK (3,531 ft.)</b>				
(3 153 ft.)					Park Bellevue	} S2	27 6 0	35 3 0	
Beau Sejour	S2		26 15 6	33 17 0	Wildstrubel				
Grand Rosat	} O1		28 1 0	36 5 0					
<b>CRANS SUR SIERRE †</b>					<b>LENZERHEIDE (4,867 ft.)</b>				
(4,950 ft.)					Eden	O2	26 5 6	33 16 0	
Carlton	S1		30 5 6	39 11 6	Schweizerhof	} O1	28 9 6	38 1 0	
					Grand Kurhaus				

† Bathing Beach or Swimming Pool

23

### Bathing Beach or Swimming Pool

*† Bathing Beach or Swimming Pool*

# 1,100 MILES MOTOR TOUR THROUGH FRANCE & SWITZERLAND

TOUR S 60

This is the ideal way to tour Switzerland, for it offers comfortable, carefree travel by Pullman motor coach with a small selected party and enables you to see all the most worth-while places in the course of one glorious holiday. There are many opportunities for leisurely visits too, as a glance at the intriguing itinerary below will show.

## 12 DAYS' TOUR £46 II 6 INCLUDING

Travel tickets, London back to London, first class on steamers, second class on rail, seat in the motor-coach from Paris, full board accommodation (11 nights) in comfortable second-class hotels, including gratuities, from bedroom on the first day to cafe complet on the twelfth day, admission to places of interest visited with the guide, conveyance of hand baggage and passenger (where necessary) from station to hotel and back, services of Cook's travelling representative from London to Paris and of English-speaking guide-lecturer on the tour

### DEPARTURES

Every SATURDAY from  
May 8 to Sept 25 by  
SHORT SEA ROUTE

### OPTIONAL SUPPLEMENT

First-class travel £2 5 4

### SINGLE ROOMS

The above fares are based on rooms  
with two beds or double bed  
supplement for single rooms  
1s 6d each night

### NOTES ON

Lucerne	page 8
Interlaken	" 18
Montreux	" 22

LAKE OF BRIENZ

- 1st Day.—Leave London (Victoria Station) about 1 p.m. via the short sea route for PARIS
- 2nd Day.—By motor-coach via Troyes and Chaumont to BELFORT in a gap between the Vosges and Jura Mountains
- 3rd Day.—Continue via Basle, Rheinfelden, Brugg and Baden to Zurich (sightseeing), thence via Zug to LUCERNE
- 4th Day.—Morning at leisure in Lucerne. A delightful afternoon drive is made along the shores of the lovely Lake of Lucerne
- 5th Day.—In Lucerne at leisure
- 6th Day.—Leave Lucerne via the Brunig Pass (3,297 ft) with magnificent views of the Bernese Alps and the Aar Valley to Meiringen, continuing via the Gorge of the Aar and the Lake of Brienz to INTERLAKEN. Drive to Grindelwald (3,465 ft) and Lauterbrunnen to see the famous Trummelbach Falls, and return to Interlaken, in the shadow of the Jungfrau (13,340 ft)
- 7th Day.—In Interlaken, at leisure
- 8th Day.—Leave via the Lake of Thun for Berne, and after a sightseeing drive continue via Fribourg and Vevey to Montreux. The Castle of Chillon is visited.
- 9th Day.—In Montreux, at leisure
- 10th Day.—Drive through Lausanne and Ouchy to Nyon and Geneva, where a sightseeing drive will be made. Continue via St Julien (frontier) and into France to BOURG
- 11th Day.—Via Chalons-sur-Saone, Arnay-le-Duc (famous for Bourgogne wines), Saulieu, Auxerre, Joigny, Sens (ancient Cathedral town) and Fontainebleau to Paris
- 12th Day.—Leave via the short sea route for London.

# 1,200 MILES MOTOR TOUR THROUGH BELGIUM, FRANCE & SWITZERLAND

## TOUR S 57

Another splendid tour by motor coach which has been designed to include visits to some of the lovely old towns of Belgium and France, as well as leaving time for the enjoyment of Switzerland's wonderful holiday attractions

## 8 DAYS' TOUR £26 0 0 INCLUDING

Travel tickets London back to London (third class), seat in motor-coach, services of Guide-lecturer on the motor tour, full board accommodation at comfortable second-class hotels (from dinner on first day to cafe complet on eighth day), including gratuities, admission fees to places of interest visited, services of Cook's travelling representative to Ostend

- 1st Day—Leave London (Victoria Station) by morning service via Ostend, thence by motor coach via Nieuport and Duxmade to Ypres
- 2nd Day—Continue via Armentieres, Arras, Peronne and St Quentin to Rheims (visit the Cathedral), thence to Troyes
- 3rd Day—Via Chaillon, Dijon, Poligny, Morez, La Cure to St Cergue
- 4th Day—To Geneva (sightseeing drive), Nyon, Lausanne, Montreux, Fribourg, Berne and Interlaken, in the shadow of the Jungfrau (13,340 feet)
- 5th Day—At leisure in Interlaken
- 6th Day—Leave Interlaken via Brienz and the Brunig Pass (3,317 ft), with magnificent views of the Lake of Brienz, Aar Valley and Bernese Alps, for lovely Lucerne, Basle and Strasbourg
- 7th Day—Proceed via Metz, Luxembourg, Arlon, to Paris
- 8th Day—Drive to Brussels, Ghent and Ostend, connect by steamer for London (Victoria Station)



## DEPARTURES

SATURDAY May 15,  
then every SATURDAY  
from May 29 to Sept 25

## OPTIONAL SUPPLEMENTS

£ 0 0  
For 1st class motor 15 15  
For 2nd class 10 10

TOUR S 58 1,450 MILE MOTOR TOUR THROUGH  
FRANCE, SWITZERLAND, LUXEMBOURG &  
BELGIUM

15 DAYS £ 17 10 0

TOUR S 59 1,600 MILES MOTOR TOUR

# 900 MILES MOTOR TOUR THROUGH FRANCE & SWITZERLAND

TOUR S 56

A well-chosen route takes the visitor through Paris and Fontainebleau but leaves five full days to be spent in the beauty spots of Switzerland, with glorious drives to the most famous views of its lakes and mountains. A modern Pullman coach and a small party ensure every enjoyment and comfort throughout the tour.

**9 DAYS' TOUR - - £39 10 0**  
including

Travel tickets, London back to London, first class on steamers, second class on rail, seat in the motor-coach from Paris, full board accommodation, including gratuities, from bedroom on the first day to cafe complet on the ninth day, admission to places of interest visited with the guide, conveyance of hand baggage and passenger (where necessary) from station to hotel and back, services of English-speaking guide-lecturer on the motor-coach tour.

## DEPARTURES

Every **TUESDAY** from May 4  
to September 28

• • •

## OPTIONAL SUPPLEMENT

First-class travel £2 5 4

• • •

## SINGLE ROOMS

The above fares are based on  
rooms with two beds or double  
bed. Supplement for single  
rooms, 1s 6d each night

• • •

Notes on Lucerne are on  
page 8

Interlaken page 18  
Montreux " 22

1st Day—Leave London (Victoria Station) about 1 p.m. via the short sea route for PARIS

2nd Day—By motor-coach via Troyes and Chaumont to BELFORT, in a gap between the Vosges and Jura Mountains

3rd Day—Continue via Basle (sightseeing), Liestal, Col de Hauenstein, Olten, Zofingen and Sursee to LUCERNE. Afternoon free.

4th Day—In Lucerne, at leisure

5th Day.—Leave Lucerne via the Brunig Pass (3,297 ft), with magnificent views of the Bernese Alps and the Aar Valley to Meiringen, continuing via the Gorge of the Aar and the Lake of Brienz to INTERLAKEN. Drive to Grindelwald (3,465 ft) and Lauterbrunnen to see the famous Trummelbach Falls, and return to Interlaken, in the shadow of the Jungfrau (13,340 ft)

6th Day.—In Interlaken, at leisure.

7th Day—Leave via the Lake of Thun for Berne and, after a sightseeing drive, continue via Les Verrieres, Pontarlier and Dole to DIJON, centre of the Burgundy wine trade

8th Day.—Via Sombernon, Vitteaux, Avallon and Auxerre, thence to Joigny and Sens (ancient Cathedral town), Fontainebleau and Paris

9th Day—Leave via the short sea route for London

**EVENING BESIDE  
LAKE CHAUMA**

# CONTINENTAL HOLIDAYS



To THOS COOK & SON, LTD. - Details words not applicable

Please register for Tour No \_\_\_\_\_ for \_\_\_\_\_ days

starting on \_\_\_\_\_ Resort \_\_\_\_\_

Name(s) of Hotel(s) preferred \_\_\_\_\_

Single  
Rooms

Double Rooms  
(2 beds)

Double Rooms  
(Large bed)

Adults

Children

Rail or Air \*

Class Rail Steamer

Meals en route (Yes or No)

Excursion Nos

Provincial Rail Tickets from

to

Route

Class

Monthly Ret

Date

NAMES and INITIALS  
IN BLOCK CAPITALS

(State whether Mr, Mrs or Miss)

If any children, give ages

**PASSPORTS** Any existing Passport(s) should be sent for inspection with this application. Cooks will advise what steps are necessary to get the passport(s) in order, and will give every assistance.

\* I/We enclose Passport(s) No \_\_\_\_\_

\* I/We do not possess a Passport, or require Application Form(s)

I enclose remittance for £ \_\_\_\_\_ being deposit of £1 each person (£3 each for Motor Coach and Air Tours) If sending from abroad, date of reference to deposit



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Baggage is at "owner's risk" throughout the tour(s) unless insured. Small articles, coats, wraps, umbrellas, and other hand baggage are entirely under the care of the passenger, who is cautioned against the risk attached to these being left in conveyances when sightseeing.

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**ALTERATION OF FARES, TRANSPORTATION SERVICES, etc.**—All fares and other particulars quoted are subject to alteration without notice. In the event of it being considered desirable to withdraw any of the arrangements, the full deposits paid will be returned to the members, and upon the tendering of the same all liability of the organizers in respect thereof shall cease. Cook's also reserve the right to modify the itineraries in any way they think desirable.

**INSURANCE.**—Travellers are strongly advised to avail themselves of Cook's system of Baggage Insurance, which covers risk of loss, fire, theft, or sea-water damage in all places and situations. Life and Accident Insurances effected for long or short voyages and journeys. Proposal forms and full particulars on application.

**CHEQUES & POSTAL ORDERS** to be made payable to THOS COOK & SON, LTD., and crossed                     & Co                    . Balance of fare to be paid not later than 21 days before the start of the holiday.

If booking is made within 21 days of the date of departure 50 per cent deposit to be paid on booking and balance immediately. Confirmation is given that arrangements have been completed.

In the interest of passengers early registration is strongly recommended.

# INCLUSIVE INDEPENDENT TRAVEL

If you are a seasoned traveller and prefer to be free and independent in making your arrangements—if you want complete freedom of choice as to when, how and where you travel, Cook's can still be of great assistance to you

The detailed planning of a holiday, arranging time-tables, connections, hotel accommodation, etc., can be very irksome if you do it yourself, and possibly more expensive than it need be

Cook's famous "Inclusive Independent Travel Service" or "I.I.T." as it is popularly called, will do all this detail work and you can still be free to travel on the date you choose, and on your own

## YOU CAN ARRANGE YOUR "I.I.T." THROUGH ANY COOK'S OFFICE

This service will give you quotations for holidays in Switzerland covering

travel by any route,

reserved seats and sleepers on trains, wherever possible,

meals en route, where practicable,

full board accommodation, with rooms reserved in advance at any grade of hotel desired—with or without private bathrooms—paying all gratuities and taxes,

conveying passengers and hand baggage between station and hotel,

sightseeing, with or without a motor car

a detailed itinerary giving travel time and all necessary information

YOU CAN ARRANGE DEPARTURE FROM & TO ANY

---

## ADELBODEN

BERNESE OBERLAND

★  
4,500 feet a.s.l

The ideal holiday resort you are looking for this summer All hotels renovated  
and re-opened

Swimming Pool    Open-air gymnastics    Tennis    Mountain excursions  
Forest walks    Society life and amusements    Hotels of every class and price

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### HOTEL ADLER & KURSAAL

ADELBODEN

WELL SITUATED, COMFORTABLE  
FIRST-CLASS CUISINE ORCHESTRA

Tel 83366

ALBERT KUHN

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### HOTEL BELVEDERE AND TANNECK

AROSA

Family Hotel in best central position,  
80 beds, hot and cold water, Cocktail  
Bar, excellent cuisine

E TAGMANN, *Manager.*

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### ALEXANDRA GOLF HOTEL

AROSA—6,000 f.a.s Grisons  
Leading English hotel of old reputation  
All front rooms with verandas or bal-  
conies Private suites with W.C. and  
Bath All winter and summer sports  
Two Tennis Courts  
*Managing Proprietor* Edg BEILICK,  
formerly of Claridges, London, and Shep-  
heards Hotel, Ltd, Cairo

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### SPORTHOTEL HOF MARAN

AROSA

GOLF, TENNIS, FISHING  
BEST SITUATION

---

BERNE

SWITZERLAND

## *The Bellevue Palace Hotel*

THE LEADING HOTEL OF THE SWISS CAPITAL

MOST UP-TO-DATE

QUIET — MARVELLOUS VIEW

200 rooms and suites

Bellevue Garage (600 cars)

Three fine Restaurants

*Managing Director*

Grill room

Hermann Schmid

---

**AXENSTEIN**  
LAKE LUCERNE alt 2,400 ft

**GRAND  
HOTEL**

(22nd May—  
end September)

Golf, Tennis and Swimming Pool in  
Private Park

**PARK  
HOTEL**

(1st April—  
October)

**C E L E R I N A**

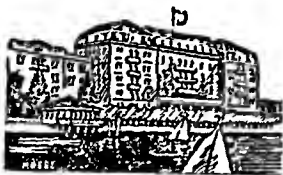
near St Moritz

Engadine

**Cresta Palace Hotel**

First-class in every respect The ideal  
centre for walks and excursions by car  
Glorious Alpine scenery - Mountaineer-  
ing - Golf - Tennis - Excellent Trout  
Fishing - Swimming - Bathing - Garage  
(40 cars) Manager **GEO BISENZ**

*This Summer - - Lovely Holidays at the*  
**WALDSTÄTTERHOTEL IV.**  
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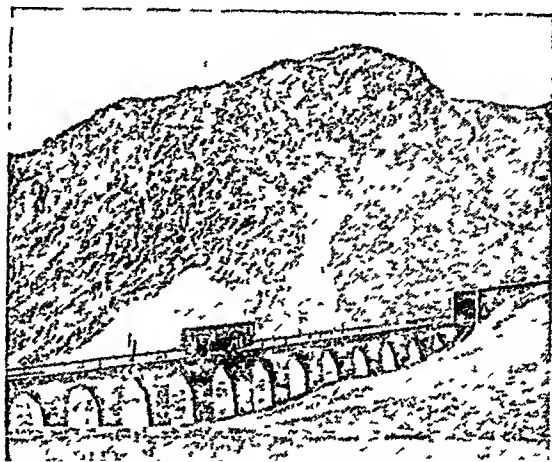
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RAILWAY**

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of 8,738 feet

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The Key to a sun-drenched  
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*on romantic LAKE OF GENEVA for vacation pleasure*



**Vacation Land :** Situated in one of Switzerland's most beautiful regions, on the shores of a romantic, world-famed Lake, Geneva and Lausanne-Ouchy are perfect for holiday-making at any season. Whatever your age, whatever your tastes, these are the ideal holiday resorts for you. Beautiful, serene landscape — the best of climates — excellent accommodation for every purse — Switzerland's traditional hospitality — all ensure the utmost holiday enjoyment.

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VALAIS

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HOTEL DE CHAMPERY, mean every  
comfort, best care, and happy days  
APRIL - JUNE A FLOWER PARADISE

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2,910 ft above sea level, on Sihl Lake opposite  
Kloster Church

First-class house on the Square One  
hour's train journey from Zurich or  
Lucerne Tea room, Fishing, Bathing,  
Mountain climbing, Auto excursions,  
Beautiful walks

ENGELBERG

## THE HOTEL ENGEL

A well known family hotel ideally  
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All rooms are comfortably furnished  
to modern taste including hot and  
cold running water

Particular attention is devoted to the  
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THREE LEADING HOTELS,

ALL THE AGE  
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## EDEN SPORTS HOTEL

AT DAVOS PLATZ

50 Beds

Mountain tours Excursions Golf Tennis  
Bathing First class shopping centre  
Reasonable terms

HOTEL

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Central Switzerland

The Hotel and the Resort  
you seek for a pleasant and  
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Walks Alpine Flowers Tennis  
Swimming Early Morning  
Dancing Garage

Odermatt Brothers, Prop

## SCHWEIZERHOF ENGELBERG

Summer Season  
MAY - OCTOBER

Wine Cellar - BASTARD  
EJ CERBERT



THE GRISONS contain within comparatively small bounds all advantages of a unique holiday region. Extending from North to South across the Alps, this part of Switzerland is blessed with mild, romantic qualities, sunny health resorts and spas. Its surprising variety of beautiful valleys, forests, lakes and glaciers form the basis of an atmosphere which enchants all visitors.

The following health resorts: AROSA (1), CELERINA (near No. 7), DAVOS (3), FLIMS (4), KLOSTERS (5), PONTRESINA (6), ST. MORITZ (7), SAMEDAN (near No. 6), SCUOL-TARASP-VULPEPA (11) and many others offer excellent accommodation, fine sports and genuine hospitality. A hearty welcome awaits all visitors choosing any of these delightful spots. (Numbers show position on map.)

**FINHAUT VALAIS**  
1,237 m. Line Martigny-Châtelard-  
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Grand Hotel  
**BEL-OISEAU & VICTORIA**  
ALL COMFORT, BAR-DANCING  
Mrs Ed CHAPPEX & SON, Prop

*Sunny days, care-free and un-  
forgettable at the*  
**HOTEL BELLEVUE**  
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Situated in its park, next to tennis  
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who knows how to prepare delicate  
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**FLIMS-WALDHAUS**  
**GRAND HOTEL**  
**AND SURSELVA**

120 beds Wonderful position, very  
sunny and quiet Every comfort  
Orchestra Bar Dancing Three Tennis  
Courts Garage

**GOLDSWIL (INTERLAKEN)**  
**Hotel du Parc**

Quiet and picturesque situation Garden  
Twenty minutes from Kursaal, 3 minutes  
from Strandbad Auto meets trains  
Excellent cooking Cook's Vouchers  
accepted

Proprietor E FREY-ZIMMERMANN

**HOTEL BELLEVUE AU LAC**  
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Entirely renovated and modernised  
Every room with running water and  
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The hotel is situated directly on the  
edge of the lake with a magnificent  
panorama of the mountains, including  
the Jungfrau The situation of Hilter-

fingen is convenient for all excursions  
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of the Bernese Oberland Hilterfingen  
best place for sailing Yachting school  
Spring and Autumn are particularly  
suitable for a visit

Manager VITUS BAUMGARTNER.

**SEE SWITZERLAND**  
from  
**INTERLAKEN**

For particulars apply to any Office of Thos Cook & Son, Ltd  
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INTERLAKEN

## Hotel du Lac

Open the whole year round

## Carlton Hotel

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Two first class hotels of rare charm and long tradition Situated on the main promenade, near the Interlaken-ost station, starting-point of all excursions and international main lines

Proprietors : **WALTER and PETER HOFMANN.**

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INTERLAKEN

## EDEN HOTEL

In quiet position with extensive garden View of Jungfrau Modern Rooms with private bath Renowned for its comfort Garage

Proprietor **H SCHENK-BURGI**

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INTERLAKEN

## Hotel Interlaken

(INTERLAKENHOF)

Establishment of excellent reputation Situated in its own large garden on the main promenade, near Casino Spacious open-air Restaurant Moderate terms Garage with boxes

Managing Proprietor **GOTTL WERDER**

Teigr Interlakenhof

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INTERLAKEN

## Grand Hotel Victoria - Jungfrau

Superior first-class Finest situation on Main Promenade, facing the Jungfrau Restaurant, Bar, Orchestra, Garage, large Garden

General Manager : **U. LIGGENSTORFER**

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## KLOSTERS

## GRISONS

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(ON MOTOR CAR ROAD — BALE - ZURICH - LANDQUART - ENGADINE)

First-class Family Hotel, home-like atmosphere

Up-to-date in every respect, large and cosy public rooms, Tea-room, Dancing, Bar Extensive gardens, own tennis courts, electrically heated swimming bath next to the hotel

Mountain-climbing fishing, endless walks through pine woods

Proprietor - **THOMAS HEW**

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## GRAND HOTEL VICTORIA AND HOTEL RITTER

KANDERSTEG

Proprietor . Fam V. EGGER

The cosy first-class Family Hotels, right  
in the centre of Kandersteg 155 beds  
All the rooms command a beautiful view  
of the mountains

Park, tennis courts and orchestra

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100 Beds First Class In the centre of the town  
but very quiet location Large private park The  
ideal residence for English tourists

For all information apply Thos Cook & Son, Agents,  
or the Hotel Management

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Summer Resort and Place for Winter Sports  
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4,638 ft The Thermal Baths in the  
Mountains—125 F Treatment of  
Rheumatism, Gout, etc., Convales-  
cence Large Thermal Swimming  
Pools All Sports

HOTELS Maison Blanche-Grand Bain Des Alpes  
Bellevue de France

Please apply to the Manager or Thos Cook & Son Ltd



Switzerland

## KANDERSTEG

4 000 ft above sea level

Come and see the Alpine flora  
in early summer

## HOTEL SCHWEIZERHOF

Attractive central position with every modern  
comfort Tea room Orchestra Dancing Kander  
Bar Tennis Popular centre of Kandersteg soc. life

Managing Proprietor H TROG.

## HOTEL EDEN LAUSANNE

AVENUE DE LA GARE 20

Proprietor LOUIS PETOUD

Excellent Family Hotel, recently reno-  
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Sanitary fittings of the latest pattern  
Moderate charges

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First-class Family Hotel Most delightful  
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and mountains Up to date in every  
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LAUTERBRUNNEN 2,600 ft asl

## HOTEL STEINBOCK

in the heart of the Alps

A paradise for your summer holidays  
at the foot of the Jurgfrau Splendid  
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Swimming and sun-baths Large shady  
gardens Restaurant on the terrace

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SWITZERLAND

Most popular first-class hotel Splendidly situated in large park An hotel of rare charm : everything to make your visit an enjoyable one Open-air restaurant. Bar. Billiards Tennis, golf, bathing beach Garage Bus meets all trains Cook's Vouchers

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## LUCERNE HOTEL DIANA

Good modern family hotel  
Most delightful and quiet  
position Opposite the  
English garden Excellent  
cuisine

Managing Proprietor — H MÜLLER

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## Hotel St. Gotthard

Rest.—Grill.—Bar LUCERNE

FIRST CLASS

VIEW ON THE LAKE AND  
MOUNTAINS

COOK'S VOUCHERS ACCEPTED

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## GRAND HOTEL EUROPE

LUCERNE

LEADING FAMILY HOTEL ON THE  
LAKE SIDE

ALL MODERN CONVENIENCES

Near to the Tennis Courts, Golf Course,  
and Lido

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## Schweizerhof

Lucerne 

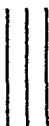
Season : April - October

Family . O. HAUSER.

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## GRAND HOTEL NATIONAL



for cosmopolitans, who have the world to choose from.

Ideal location on the lake and near centre of town.

LUCERNE OPEN ALL THE YEAR

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# LUCERNE

*for Rest - Entertainments - Sports  
Excursions*

International Horse Show  
Jumping Competitions and Races

Rowing Championships - Golf Competitions  
(18 holes)

Tennis Tournaments

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Centre for Motor Touring

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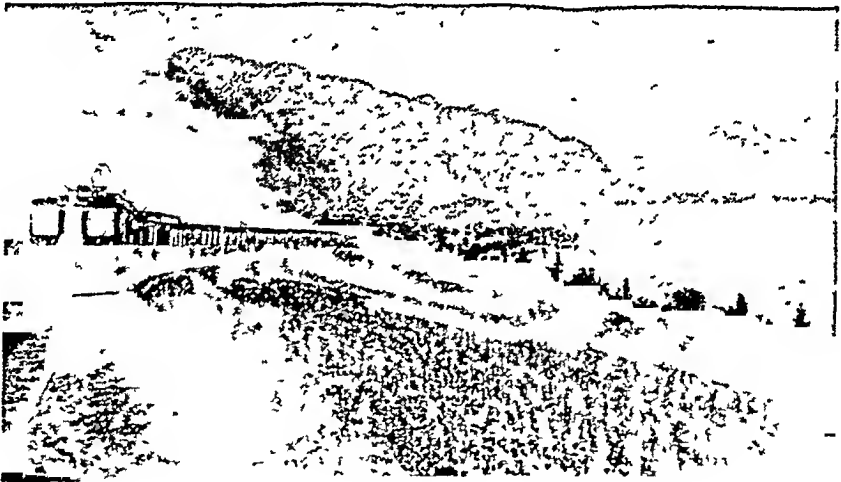
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**INTERNATIONAL MUSIC FESTIVAL**

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(LAKE OF GENEVA)

*The Swiss Riviera*

40 Hotels in all classes



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GOLDEN PASS ROUTE  
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**MONTREUX - BERNESE OBERLAND RAILWAY**

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LUGANO

## *Hotel Bristol*

MODERN FIRST-CLASS IN BEST  
POSITION BEAUTIFUL PUBLIC  
ROOMS

*Proprietor and Manager :*  
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## LLOYD HOTEL LUGANO

The well-known first-class Hotel on the  
Lake Promenade, with a splendid un-  
obstructed view 100 beds Private bath-  
rooms Cook's vouchers accepted

*Proprietor-Manager :* B CLERICETTI

## PARK HOTEL

Lugano

A leading house in a magnificent position  
on the Lake

Proprietors Fam Stilling-Zähringer  
Director Rolf Kienberger

MONTREUX - TERRITET

## BONIVARD HOTEL

★

Very comfortable family house patron-  
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personal attention Moderate terms

LUGANO

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Lift Garage

Tel 24403 *Proprietors* FAM MASPOLI

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LUGANO

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Distinguished Best view  
Swimming pool

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extensive Park

*Manager* W. HODLER

## HOTEL EXCELSIOR

MONTREUX

First class Most beautiful position by  
the Lake, full South Only front rooms,  
all with balcony, with latest comfort  
Large flower garden Bar Own garage  
All sports Open all the year round

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Marvellous views of the Snow Chain Mountains Crystal air. Stay at the Pilatus Kulm Hotel for Sunrise and Sunset. Excellent Cuisine  
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300 rooms 150 bathrooms All modern improvements Highest comfort Tennis Golf (18-hole course within easy reach) Roller skating Garage  
Near central station

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Hot and cold running water all rooms Numerous bathrooms Splendidly situated in elevated position, near the lake Cook's office nearby

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**HOTEL LANGUARD**

**PONTRESINA**

FIRST CLASS 100 BEDS

Proprietors .

FAMILY G KLAINGUTI-SARATZ

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MONTREUX, - PLACE DE LA PAIX  
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The Leading House for  
BEST SWISS KNITTED WEAR

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**PARK HOTEL**

**PONTRESINA**

120 beds First-class family hotel amid large alpine park Unrivalled position Summer and Winter season  
Ask for folder.

Manager C H Bethge

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**THE KRONENHOF**  
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Superior first-class Family Hotel of distinction facing the glaciers of the Engadine The traditional abode of British sports-folk for pleasure and recreation. 250 Rooms and Baths

Proprietors • GREDIG Family.

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## LE BELVÉDÈRE

ST. MORITZ

First-class Family Hotel  
In privileged situation  
100 beds

Splendid, large public rooms and sun-  
terraces Best French cuisine

TENNIS CROQUET GARDEN  
GARAGE

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## GRAND HOTEL DE VEVEY

VEVEY

For a delightful holiday by  
the Lake of Geneva. Large  
park with private beach  
and harbour Tennis courts  
Dancing every night in  
the Bar

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HOTEL  SÂNTIS

UNTERWASSER

A home-like Hotel with first-class kitchen  
and modern comfort. Renovated in 1946

OWN FISHING RIVER.

Mountains - Excursions - Swimming Pool

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## Grand Hotel du Parc

Villars s/Ollon 4,000 ft.

First Class Hotel 150 beds. Sit-  
uation unique and in natural  
surroundings Tennis Courts

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## THE PARK HOTEL VITZNAU

SWITZERLAND

A leading hotel on the Lake of Lucerne. Wonderful  
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Season April-October

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R. CANDRIAN-BON

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## WENGEN ALPENRUHE KULM & HOTEL BREITHORN

Beautiful positions Good  
cuisine Come to see the  
flowers in May and June  
Summer and Winter season

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## Sunny Holidays at ZERMATT

HOTELS SCHWEIZERHOF  
NATIONAL  
BELLEVUE

Comfort and exquisite cuisine Modern



LENGTHEN YOUR SWISS HOLIDAYS

**BY 2 DAYS**

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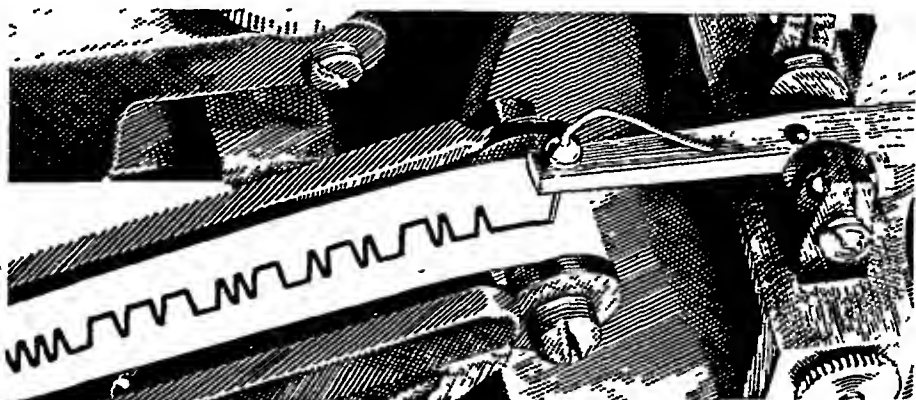
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**SWITZERLAND**



# ZERMATT

5,315 feet

at the foot of the majestic Matterhorn, in the centre of the Swiss Alps

Spend unforgettable holidays at one of the SEILER HOTELS, world famed for their comfort, personal attention and old established tradition

**Seiler's Hotel  
MONT CERVIN**

(Leading House in the resort)

both also open for the Winter and Spring Ski-ing Season

**Seiler's Hotel  
VICTORIA**

**Seiler's Hotel MONTE ROSA and des Alpes  
RIFFELALP**

7,300 feet

**Seiler's Hotel RIFFELALP**  
very comfortable, partly modernized

**SCHWARZSEE**  
8,450 feet

**Seiler's Hotel SCHWARZSEE**

**FOR PROSPECTUS AND INFORMATION APPLY TO  
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Excellent Swiss and  
International Cuisine